DOCUMENT RESUME

ED 265 364 CE 043 324

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TITLE Creative Job Development Strategies.

INSTITUTION Statewide Job Placement Service, Sedalia, MO.
SPONS AGENCY Missouri State Dept. of Elementary and Secondary Education, Jefferson City. Div. of Vocational Education.
PUB DATE Oct 85
NOTE 174p.
PUB TYPE Guides - Non-Classroom Use (055) -- Reference Materials - Directories/Catalogs (132)

EDRS PRICE MF01/PC07 Plus Postage.
DESCRIPTORS *Employment Potential; Field Trips; Innovation; Internship Programs; *Job Development; *Job Placement; Job Skills; Postsecondary Education; *School Business Relationship; Two Year Colleges; Vocational Education; *Vocational Schools
IDENTIFIERS *Missouri

ABSTRACT

This compilation presents descriptions of 146 unusual and innovative job development activities that have been used successfully by deans, directors, and placement coordinators of Missouri area vocational-technical schools and community colleges. The strategies are divided into nine categories: Innovative Ideas, Educators Go to Employers, Employers Come to School, Use of the Mail, Educators/Students Speak to Employers, Placement Days/Seminars, Internships, Field Trips, and Preemployment Preparation. Each description provides this information: school name, address, and telephone number; director; placement coordinator; community population; name of activity; objective; description; outcomes; time schedule; and approximate cost. A table of contents lists school names and cites page numbers of their activities. (YLB)

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CREATIVE JOB DEVELOPMENT STRATEGIES

Compiled by

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Job Development Activities Contributed by
Placement Coordinators in Missouri Junior Colleges and Vocational Schools

CE043324

Sponsored by
Division of Vocational & Adult Education
Special Vocational Needs & Guidance Services
Missouri Department of Elementary & Secondary Education
Jefferson City, Missouri 65101

First Edition
October. 1985

PREFACE

Missouri's deans, directors, and placement coordinators of the area vocational-technical schools and community colleges expressed a need for increased job development activities to the Division of Vocational and Adult Education and Statewide Job Placement Service. They further expressed a desire to try more innovative strategies and a willingness to share their own successful activities with other institutions across the state.

In the spring of 1985 Statewide Job Placement Service conducted a series of meetings for deans, directors and placement coordinators of area vocational-technical schools and community colleges. Job development was discussed in these meetings and each attendant was encouraged to contribute strategies, particularly those considered unusual and innovative. This compilation is the result of the cooperation and sharing that took place in those meetings.

Special thanks is given to the Division of Vocational and Adult Education, Missouri Department of Elementary and Secondary Education, for their support and encouragement in completing this project. Further thanks is given to the Statewide Job Placement Service support staff for taking time from their busy schedules to proofread and type this manuscript.

Monte Cass, Director
Frieda Park, Coordinator
Statewide Job Placement Service

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A Innovative Ideas

B Educators Go to Employers

C Employers Come to School

D Use of the Mail

E Educators/Students Speak to Employers

F Placement Days/Seminars

G Internships

H Field Trips

I Preemployment Preparation

Innovative Ideas

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	WEST COUNTY TECH SCHOOL 13480 S OUTER 40 CHESTERFIELD MO 63017 314/851-2821
DIRECTOR	Charles Harris
PLACEMENT COORDINATOR	Gail Pence
COMMUNITY POPULATION	
NAME OF ACTIVITY	Booth at Business Industrial Trade Show
OBJECTIVE	To inform business and industry at trade show of the services of our Placement Office and get job orders.
DESCRIPTION	All Placement Specialists of the Metro-Vocational School district worked at a booth at the Business Industrial Trade Show. Pens with our information were handed out and our services were explained to those who stopped. To attract more people to the booth, people were encouraged to put their name or card in a box for a drawing. Desk sets with our name and number were given. Placement Specialists took turns staying in the booth and visiting with companies who had booths there. As we visited other booths we explained our programs and services.
OUTCOMES	Many companies unaware of the Tech Schools, their programs and their placement office were informed. Many job orders were received and at least one placement made. It was considered time well spent for all.
TIME SCHEDULE	All Day - April 17 and 18
APPROXIMATE COST	Modest cost, depending upon the things shown in the booth.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	FOUR RIVERS AVTS 550 EAST 11th St Washington, MO 63090 314/239-7777
DIRECTOR	Roy Misener
PLACEMENT COORDINATOR	John Carver
COMMUNITY POPULATION	Approx. 10,000 - 60 miles from a large metropolitan area. Eight sending schools.
NAME OF ACTIVITY	Reunion of Vo-Tech Graduates
OBJECTIVE	To develop jobs and help graduates to feel good about their having been in the vo-tech school.
DESCRIPTION	This can best be done if it is planned before the students graduate. The school can pull names and addresses of past graduates and may send invitations. Different types of activities may be planned. The best seems to be those that are very informal; such as, a picnic or outside summertime party. Plan something that will give the students a chance to enjoy being with each other and discussing old times in the vo-tech school. The activity probably should include a meal which may be bought by the graduates or by the school. During the course of the event, give the former students a chance to tell where they are working and what they are presently doing.
OUTCOMES	Jobs may be developed.
TIME SCHEDULE	Probably spring when there may be graduates from this and previous years.
APPROXIMATE COST	Depending on the availability of funds; the graduates may pay for it or the school.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PERRYVILLE AVS COLLEGE AT EDWARDS ST PERRYVILLE MO 63775 314/547-2542
Director	Marvin Ruehling
Placement Coordinator	Ken Carter
Community Population	
Name of Activity	National Vocational Education Week
Objective	To make the community aware of the Vocational/Technical School's programs, activities, and accomplishments
Description	During National Vocational Education Week the Perryville Area Vo-Tech sponsored the following activities: -Essay Contest -Poster Contest -Guest Speakers -Service Projects -Club Meetings -Open House -Radio and Television Interviews -Placemats -Proclamation -Vocational Student of the Month -Bulletin Boards -VICA Meetings -Display at the Community Center -Ice Skating Party -Adult Education Display at Community Center -Dinner, Board of Education Meeting, Tour of Vo-Tech -Display at Wal-Mart -District DECA Contest -8th Grade Class Visit
Outcomes	-Great fun and public relations -Wide media coverage -Very effective for community awareness
Time Schedule	During National Vocational Education Week (February 10-16, 1985)
Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	St. Louis Community College at Florissant Valley 3400 Pershall Road St. Louis, MO 63135 314/595-4227
DIRECTOR ASSISTANT DIRECTOR PLACEMENT COORDINATOR	Ann Pierce Jean Denzel
COMMUNITY POPULATION	3.5 million
NAME OF ACTIVITY	Corporation Conference Calls
OBJECTIVE	Establish interest and time management of corporate and college personnel for job development
DESCRIPTION	Contact approximately five to seven people/corporation/ college for a meeting to develop jobs within a particular division of a company. Example: Director of Human Resources or Director of Personnel, division or department directors, first-line supervisors of the targeted career area, college department chair, key instructor and placement specialist. Present marketing plan.
OUTCOMES	Identifies company needs, student skills, and a team effort in job placement.
TIME SCHEDULE	One hour meeting
APPROXIMATE COST	None

SUCCESSFUL JOBS DEVELOPMENT ACTIVITY

School Name Address Phone	CURRENT RIVER AVS 303 SPRING ST, DONIPHAN, MO 63935 314/996-2915
Director	Dennis Braschler
Placement Coordinator	
Community Population	Serve students in three different counties; largely rural areas. Towns of Couch, Naylor, Neelyville, Doniphan
Name of Activity Objective	Special Project With Honda Motorcycles Make graduates more employable
Description	Our Small Gas Engine instructor went to a seminar with the Honda Co. The company was selecting 200 schools to receive several new Hondas at each school for instructional purposes. Current River was one of the selected schools. We worked through Bluff Honda in Poplar Bluff. This was publicized as much as possible. All of this combined to make dealers and repair shops in the area aware of Current River's Small Gas Engine classes. Motorcycles have gone to computer control and dealers are looking for graduates who can repair these newer engines and work in parts. As a result of having the latest state of the art technology in these new motorcycles, graduates have the knowledge to go to work in shops engaging in repair of computerized and turbo charged motorcycles. This sets them apart as premimum employees.
Outcomes	Developed jobs
Time Schedule Approximate Cost	one school year very little cost

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	STATE FAIR COMMUNITY COLLEGE 1900 CLARENDON RD SEDALIA MO 65301 816/826-7100
DIRECTOR	JOYCE FIELDING
PLACEMENT COORDINATOR	KATHY DARRAH
COMMUNITY POPULATION	20,000
NAME OF ACTIVITY	Mid-America Lumberman's Association Convention
OBJECTIVE	Meet employers and inform them about Building Materials Program. Students attend and have opportunity to meet employers and interview for jobs. Also serves as a recruiting trip.
DESCRIPTION	Students in Building Materials Merchandising Program raise money every year to attend MLA in Kansas City. They get first hand experience at meeting employers and begin the process of interviewing for jobs. First year students meet employers and interview for internships. By the second year of attendance, students are well prepared for the convention process. Building Materials Resume book is handed out to employers along with other information about SFCC and the program at a booth which is built by students and manned by students. This convention also serves as a recruiting tool; some of the students that later enter programs are children of lumbermen or dealers.
OUTCOMES	Excellent program for students. Placement rate of Building Materials program is 100%. Attending convention has contributed greatly to high placement rate.
TIME SCHEDULE	Date is scheduled by the association.
APPROXIMATE COST	MLA pays cost of booth. Students raise funds to cover cost of staying during convention.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	REEDS SPRING AVTS PO BOX 185 HWY 13 REEDS SPRING MO 65737 417/272-3410
DIRECTOR	Blaine Shupe
PLACEMENT COORDINATOR	Tom Keohan
COMMUNITY POPULATION	10,000
NAME OF ACTIVITY	Health Occupations Hoe-Down
OBJECTIVE	Help patients enjoy themselves
DESCRIPTION	Our Health Occupations students traveled to the nursing home in Branson and held a dance. The students danced with any patient who cared to dance. The entire staff witnessed this and thought it was great, especially the director.
OUTCOMES	I feel we will have little trouble in placing our students at that facility - should openings occur there.
TIME SCHEDULE	Twice a year
APPROXIMATE COST	No cost

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Moberly AVTS 1625 Gratz Brown Rd Moberly MO 65270 816/263-4513
DIRECTOR	Bill Goodrick
PLACEMENT COORDINATOR JOB SERVICE TECHNICIAN COMMUNITY POPULATION	Dennie Foster Cindy Guthrie Approximately 25,460 in Randolph County, 2,000 in Chariton County, West Monroe County, and North Boone County
NAME OF ACTIVITY	Defining Parameters of Job Development and Placement Service Area.
OBJECTIVE	1. To identify job development and placement service area according to institutions training curriculum 2. Compare home school and other training institutions market in graduates 3. Expand job development parameters while targets select areas for training related placement.
DESCRIPTION	1. Crossmatch SJPS areas 6, 7, and 8 training area CIP codes with Missouri's Employment Services DOT code book. 2. Use MES computer employer bank to obtain listed employers of those DOTs found in the three geographic areas. 3. Expand your job development into geographic areas that do not have your CIP code training areas. 4. Give completers of training programs a potential employer list from MES computer job request in CIP/DOT areas.
OUTCOMES	1. List of businesses to call on for job development 2. List of potential employers for completers for job search
TIME SCHEDULE	Sept - Nov: crossmatch CIP codes and DOT codes of area training schools curriculums Dec - May: job development and placement calls and mail outs
APPROXIMATE COST	20¢ per mile, approx. miles not determined 25¢ per letter, approx. number not determined

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	KCKS AVTS 2220 N 59th KC KS 66104 913/334-1000
Director	Harry Falgren
Placement Coordinator	Jane Guglielmino
Community Population	Kansas City KS & all of KC Metropolitan Area
Name of Activity Objective	Placement of a student with special needs. He could read very little and therefore had difficulty with job applications. His confidence level was very low.
Description	We checked on several institutions that had job openings. I accompanied the student to the institution and assisted him in filling out the applications. The employment offices were presented with my card so that they understood I was a silent coach.
Outcomes	The student was placed on two of the four jobs that he had applied for - one part-time and one full-time.
Time Schedule Approximate Cost	1/2 of a school day minimal - mileage

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	FOUR RIVERS AVTS 550 EAST 11th ST WASHINGTON MO 63090 314/239-7777
DIRECTOR	Roy L. Misener
PLACEMENT COORDINATOR	John Carver
COMMUNITY POPULATION	Approx. 10,000 60 miles from a large metropolitan area. Eight sending schools.
NAME OF ACTIVITY	Mini-resumes Published
OBJECTIVE	To develop jobs
DESCRIPTION	Run ads in newsletters. The person who is the head of a printing department at a major corporation is also president of the Printers' Association. He publishes a newsletter and in it will include resumes of Graphic Arts students. This circulates to businesses in Missouri and Illinois who belong to this organization. John talks to the graduates, explaining the process and those who are interested write a mini-resume. These are sent to the printer who publishes the newsletter which goes out once a month.
OUTCOMES	Several students have been offered jobs.
TIME SCHEDULE	Ongoing
APPROXIMATE COST	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	BROOKFIELD AVTS 216 LINN ST BROOKFIELD MO 64628 816/258-2682
Director	JERALD MUNDELL
Placement Coordinator	DUANE NEELEY
Community Population	5,555
Name of Activity	Deliver treats to nursing homes
Objective	Improve public relations Develop jobs
Description	VICA Club made cupcakes and took them to patients in local nursing homes. At Christmas time, VICA members dressed officially, delivered the cupcakes to the rooms, met the personnel, and explained VICA to patients and staff.
Outcomes	Students became aware of the needs of persons in nursing homes. Jobs are developed through this activity and the visibility of the students when they intern in the homes.
Time Schedule	One-half day at any time during the year.
Approximate Cost	None

School Name Address Phone	FOUR RIVERS AVTS 550 EAST 11th ST Washington, MO 63090 314/239-7777
Director	Roy L. Misener
Placement Coordinator	John Carver
Community Population	Approx. 10,000 - 60 miles from a large metropolitan area. Eight sending schools.
Name of Activity Objective	FORMER STUDENTS' FEEDBACK - JOB OPENINGS To develop jobs
Description	While students are still in school, we encourage them to come back to us when they are later seeking jobs. We also encourage them to inform instructors or placement coordinators of openings after they have gone to work. Graduates are made to feel that they are still important to the vo-tech school. Because of this, they accept some of the responsibility for helping to place later graduates.
Outcomes	A number of jobs are developed in this manner.
Time Schedule Approximate Cost	Throughout the year None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	BROOKFIELD AVTS 216 LINN ST BROOKFIELD MO 64628 816/258-2682
Director	JERALD MUNDELL
Placement Coordinator	DUANE NEELEY
Community Population	5,555
Name of Activity Objective	Business Survey Obtain listing of area businesses. Make students aware of area industries and increase business and industry awareness of vocational education.
Description	Distributive Education class did a survey of local business and industry. These were hand delivered and picked up by students.
Outcomes	Project won district and state contest and at this writing will be taken to national contest in San Francisco on May 1. job development very good publicity
Time Schedule Approximate Cost	Three weeks for planning; two weeks for tabulation; two weeks for actual survey. $250.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MOBERLY AREA JUNIOR COLLEGE COLLEGE & ROLLINS STREETS MOBERLY MO 65270 816/263-4110
Director	JAMES MUSICK
Placement Coordinator	JANE K ORTON
Community Population	13,400
Name of Activity	Customized training programs
Objective	To answer area and community needs of companies and businesses for specialized training in current or prospective employees.
Description	Identify an area of need and consequently set-up a program to meet that training need.
Outcomes	In personal contacts with representatives of area companies who have special needs the college representative also determines other employment needs which are then placed in the hands of the placement coordinator.
Time Schedule	Ongoing
Approximate Cost	Expenses of college representative and institutional expense thereafter.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NEVADA AVTS 900 W ASHLAND 417/667-3014
Director	JERRY WHITSON
Placement Coordinator	SHIRLEY RAINEY
Community Population	9,500
Name of Activity Objective	Expanding Employer List To provide my office and instructors with pertinent facts regarding local and surrounding employers
Description	Updating my rolodex of employers through instructors, Chamber of Commerce, city directory, telephone directory. This list includes telephone, address, persons to contact, job classifications.
Outcomes	Plan to use this information when conducting an employer survey this coming fall.
Time Schedule Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PEMISCOT COUNTY VOCATIONAL SCHOOL DRAWER 5 BRAGGADOCIO MO 63826 314/333-4469
Director	C.E. Lemonds
Placement Coordinator	Russell Gilmore
Community Population	24,987 county wide population
Name of Activity Objective	Trying to make the people of the county aware of the skill areas that we offer at the vocational school.
Description	Activity 1. Display at Business and Industry Dinner 2. Have different civic clubs to meet in our Food Service dining room 3. Give out free lunch tickets to school patrons to get them in 4. Run radio spots six days per week about vocational school 5. Send out news releases to all radio and newspapers
Outcomes	Jobs were developed.
Time Schedule Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LACLEDE AVS BY PASS 64 LEBANON MO 65536 417/532-5494
Director	C. Lawson Nichols
Placement Coordinator	Jon Presley
Community Population	10,000
Name of Activity Objective	Student placement through community awareness
Description	Statewide Job Placement Service radio spots and newspaper ad
Outcomes	Community awareness of programs at the vocational school and school availability
Time Schedule Approximate Cost	3/15 to 6/1 Free - Statewide Job Placement Service

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	DALLAS COUNTY AVTS LOUISBURG MO 65685 417/752-3492
Director	Jerry Kirksey
Placement Coordinator	Phyllis Darnell
Community Population	
Name of Activity Objective	Radio Ads To make public aware of placement services and students who are available for employment.
Description	One 10-second and one 25-second spot run on a school owned and operated radio station, KFBL. Spots are run periodically throughout day. Started running spots on 5/3/85. (see attachment)
Outcomes	To soon to tell
Time Schedule Approximate Cost	5/3 to 7/16,1985 none

KBFL RADIO STATION

10 SECOND SPOT:

EMPLOYERS--HAVING TROUBLE FINDING QUALIFIED JOB APPLICANTS? CALL THE DALLAS CO. AREA VOCATIONAL-TECHNICAL SCHOOL, AT 752-3492. IT'S A FREE JOB PLACEMENT SERVICE.

25 SECOND SPOT:

EMPLOYERS: IF YOU HAVE A NEED FOR QUALIFIED EMPLOYEES IN OFFICE PROCEDURES, HEALTH OCCUPATIONS, COMPUTER PROGRAMMING, WELDING, AUTO MECHANICS, AUTO BODY REPAIR, GRAPHIC ARTS, CARPENTRY, RADIO BROADCASTING, OR HEATING, AIR-CONDITIONING, REFRIGERATION SERVICES, WE MAY BE ABLE TO HELP YOU. WE CAN SAVE YOU TIME AND MONEY BY PRESCREENING APPLICANTS AND ARRANGING INTERVIEWS FOR YOU. OUR PLACEMENT SERVICES ARE FREE TO BOTH EMPLOYERS AND STUDENTS. CALL THE PLACEMENT OFFICE OF THE DALLAS CO. AREA VOCATIONAL-TECHNICAL SCHOOL AT 752-3492, THAT'S 752-3492.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	KIRKSVILLE AVTS 1103 S COTTAGE KIRKSVILLE MO 63501 816/665-2865
Director	LIN HARRISON
Placement Coordinator	CLIFTON ROGERS
Community Population	Kirksville 18,000 - sphere of influence 30,000
Name of Activity Objective	A public relations film about the Area Vocational Center.
Description	We asked a local TV station to help us develop a PR tape about the center as it related to our adult programs. It was to be used as a recruitment film. It took us about one week of shooting time, three 18-minute segments. We edited it down to 8 1/2 minutes.
Outcomes	Although a recruitment tool, when shown at "service clubs" we got strong positive reactions from employers, department heads, and personnel directors about possible use of those students in their businesses.
Time Schedule	two weeks
Approximate Cost	$350.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	GRAFF AVIS 815 N SHERMAN SPRINGFIELD MO 65802 417/831-0094
Director	DR. JIM SHOEMAKER
Placement Coordinator	SUE LAWSON
Community Population	120,000
Name of Activity Objective	Employer Luncheon (vocational ed. week) Arrange an employer luncheon during vocational education week to show appreciation for employment and/or class presentations for/or to our students.
Description	During that entire week we had two days of luncheons to show appreciation to seventy employers from city and area. Five different classes arranged decorations, signs, invitations and food arrangement and preparation. Several staff members were introduced at luncheon. Door prizes were awarded to lucky winners. All preparations were arranged by the placement person. (Pictures were taken for future use) It was also published in several newspapers as part of voc. ed. week.
Outcomes	Employers more aware of school, students, and availability of future employees. *Had call backs for workers. As direct result, it works!!
Time Schedule Approximate Cost	actual lunch 1-1½ hours; encouraged to tour classes after lunch. some employers stayed approx. 3-3½ hours $250.00 - food

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	FT OSAGE AVTS RT 2 BOX 928 INDEPENDENCE MO 64050 816/249-3156
Director	Walter Kennon
Placement Coordinator	Dr. Les Lang
Community Population	Greater Kansas City Area
Name of Activity Objective	Survey students to determine those employed on a part-time basis. To determine the number of students employed part-time. To determine what employers within the area were hiring students for after school jobs, etc.
Description	Develope a survey form that each student completes showing name and address of employer, job title, supervisor, type of business, etc.
Outcomes	A simple activity to become aware of employers hiring student help. Can utilize to contact employers later for full-time jobs and to determine types of positions available within each of the businesses where students are employed. Have a contact person and business identified to follow-up and hopefully develope more jobs. Can develope a listing of employers within the area to use for mailing lists, possible advisory committee members, etc.
Time Schedule	N/A
Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CROWDER COLLEGE & AVTS ROUTE 6 NEOSHO MO 64850 417/451-3583
Director	Richard Thexton
Placement Coordinator	Gene Andrews
Community Population	7,600
Name of Activity	Radio Program "Perspective"
Objective	To make area residents and businesses more aware of the Job Placement Services.
Description	Participated in daily radio program "Perspective". (This is a public service program.) On this program I presented my Job Placement Program with the help of David Winegardner, the interviewer.
Outcomes	Received several calls from employers during the next few days.
Time Schedule	
Approximate Cost	No cost.

Educators Go to Employers

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CARROLLTON AVTS EAST 10th ST CARROLLTON MO 64633 816/542-0000
Director	JOE DANIELS
Placement Coordinator	JOHN MICHAEL
Community Population	7 small towns 4,700
Name of Activity	Counselors' Job Development Trips
Objective	1. Make contact in area town business 2. Improve relation between community & local & area counselors 3. Place graduate *** 4. Refer past and future students in area to related business
Description	1. Set dates for counselors to meet and discuss businesses to be visited 2. Gain release time for counselor 3. Visit business 4. Review jobs found - related & non-related
Outcomes	1. Counselor very pleased with contact 2. Businesses aware of school and students 3. Referred several students to jobs 4. Place all in some area
Time Schedule	21 days
Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Warrensburg AVTS Ridge View Dr., Warrensburg, MO 64093 816/747-2283
DIRECTOR	Larry Reiter
PLACEMENT COORDINATOR	Denton Humphrey
COMMUNITY POPULATION	13,000
NAME OF ACTIVITY	Comprehensive Placement Project
OBJECTIVE	Involve sending school counselors in the job placement process and gain exposure for counselors and vocational education.
DESCRIPTION	Jobs are developed by placement specialist and sending school counselors. Openings are centralized and then disseminated to the sending schools. A survey form is completed at each visit and an employer profile developed.
OUTCOMES	Unknown (first year) See attachment
TIME SCHEDULE	Throughout school year
APPROXIMATE COST	$2,000

ATTACHEMENT "A"

W.A.V.T.S. COMPREHENSIVE PLACEMENT PROJECT

Basically, this is an umbrella organization for the Warrenburg Area Vocational-Technical School and its seven sending schools. The administration of the project is the responsibility of the area vocational school in cooperation with the seven sending schools. Financing will be provided by the Area Vocational School.

The primary goal of the project is to provide a usable and identifiable organization or association by which the schools can work together in the interest of developing and sharing jobs with one another for the benefit of vocational/occupational education students, comprehensive high school students. This project should promote and initiate contact between students and employers. It will also expand opportunities for sending school counselors to obtain firsthand experience with business and industry to better acquaint students with the world of work.

The mechanism chosen to facilitate the showing of job information is 1) mail service, 2) telephone, and 3) personal visitation. Job listings will be mailed to participating sending school counselors on a weekly basis from the area school. The sending schools will in turn notify the area school of any jobs that they are aware of, but are unable to fill.

This project will be facilitated from the job placement specialist at Warrensburg Area Vocational School through each sending school counselor at each sending school. Each sending school counselor will be scheduled to spend one school day conducting employer visitations within his or her community accompanied by the placement specialist from the area school. Later in the school term, the project requests that each sending school counselor conduct a minimum of five employer visitations in businesses within their community. A form to gather specific types of information will be provided each counselor.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	St. Louis Community College at Florissant Valley 3400 Pershall Road St. Louis, MO 63135 314/595-4227
DIRECTOR ASSISTANT DIRECTOR PLACEMENT COORDINATOR	Ann Pierce Jean Denzel
COMMUNITY POPULATION	3.5 million
NAME OF ACTIVITY	Professional Organization Coverage
OBJECTIVE	Develop a method of covering larger groups of employers in a shorter amount of time.
DESCRIPTION	Memberships and organizational visits have proven to be a successful method of contacting personnel directors, department supervisors and key professionals that have or are projecting employment needs. Contact organizations such as: American Society of Training and Development, Personnel Associations, Engineering Club, Junior Chamber of Commerce, Rotary, Association of Graphic & Commercial Art Designers, etc. Most organizations allow members to bring guests. Be willing to prepare and present some speaking topics appropriate to special groups. This can net invitations to groups of employers that could take months to develop through individuals calls.
OUTCOMES	Excellent jobs from many employers in a short amount of time saving gas, company time, placement time and provides continuous contact.
TIME SCHEDULE	Evenings, luncheons, breakfast schedules
APPROXIMATE COST	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Columbia Area Career Center 4203 South Providence Road, Columbia, MO 65203 314-449-2693
DIRECTOR	Jay Willows, Jim Means
PLACEMENT COORDINATOR	Wanda McCampbell
COMMUNITY POPULATION	60,000
NAME OF ACTIVITY	Business & Industry Visitation Day
OBJECTIVE	To acquaint vocational instructors with the operations of various industries in the Columbia area.
DESCRIPTION	Five to seven industries and/or businesses are contacted to participate in the Visitation Day. Instructors select two companies which they would like to visit. The Business & Industrial associates provide a tour of their facilities and explain their operational process and the types of employees they are looking for. The vocational instructors are provided the opportunity to discuss their various programs with industry representatives.
OUTCOMES	This promotes community awareness of vocational training programs.
TIME SCHEDULE	1 Day
APPROXIMATE COST	Mileage (Industry will usually provide for any incidental costs.)

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PLATTE COUNTY AVTS PO BOX 387 PLATTE CITY MO 64079 816/431-5505
Director	John Bradford
Placement Coordinator	Mark Burns
Community Population	KC Metropolitan Area
Name of Activity Objective	Visits to Employers To make employers aware of our training programs. To gain input from employers. To ask employers to call us when in need of personnel.
Description	I use "contacts confidential" to discover names of personnel managers, office managers, production managers, service managers and owners of small businesses. I usually make cold calls on the various businesses asking to speak with one of the above persons by name.
Outcomes	I am successful in being able to see the person 80-90% of the time. Upon achieving rapport with the above key persons we frequently receive job orders when the need arises. We are now receiving calls seeking to hire another person like the one previously hired.
Time Schedule Approximate Cost	Initially 50% of my time-now less than 20% spent making visits-telephone contacts now suffice with acquaintances Salary & mileage

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	HANNIBAL AVTS 4500 MCMASTERS AVE HANNIBAL MO 63401 314/221-4430
Director	HAROLD WARD
Placement Coordinator	LOIS NORDYKE
Community Population	18,000
Name of Activity	Employer visits
Objective	Get acquainted with new employers of local industries.
Description	Send "welcome to Hannibal letter" to head of business new to the Hannibal area. Follow-up with on-site visit and invitation to tour the vocational school. Contact Chamber of Commerce and watch local and area newspapers for information about new businesses.
Outcomes	Better public relations for school. Several employers have hired vocational students.
Time Schedule	Throughout year as needed.
Approximate Cost	$.00 postage and supplies.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PERRYVILLE AVS COLLEGE AT EDWARDS ST PERRYVILLE MO 63775 314/547-2542
Director	Marvin Ruehling
Placement Coordinator	Ken Carter
Community Population	
Name of Activity	Industrial Visitation
Objective	To give instructors the opportunity to visit area employers, share ideas, discuss training programs, employment needs, and develop cooperation between the school and industry in preparing students for the job market.
Description	Vocational instructors are released from the classroom for two days to make industrial visitations. During the instructors absence, students take part in career awareness and pre-employment seminars.
Outcomes	Area employers seem to feel that they are more a part of the educational system. Employers visit the classroom and shops, act as guest speakers, donate supplies and equipment to the various programs, and contact the school's job place office when job openings occur.
Time Schedule	This activity usually takes place in November.
Approximate Cost	The only cost for this activity is mileage paid to the instructors.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	WARRENSBURG AVTS RIDGLVILW DRIVE WARRENSBURG MO 64093 816/747-2283
Director	LARRY REITER
Placement Coordinator	DENTON HUMPHREY
Community Population	13,000
Name of Activity Objective	Job development release time for instructors To free vocational instructors from teaching duties for one day to visit employers for the purpose of job development
Description	Pre-employment preparation was provided for both juniors and seniors for one day to allow instructors to visit employers.
Outcomes	A surprising number of job possibilities and contacts. A valuable data bank on area employers.
Time Schedule Approximate Cost	one school day -0-

SELECTED JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LEAD BELT AVTS VOTECH ROAD SOUTH BONNE TERRE MO 63628 314/358-3011
Director	Dr. Don VanHerck
Placement Coordinator	Dean Smithmier
Community Population	Five county area (St. Francois, Madison, Washington, Iron, and Ste. Genevieve) 50-mile radius-pop. 98,000. 400 day students from seven cooperating schools.
Name of Activity Objective	Instructor Based Placement Job Development and Placement
Description	Start with discussions with instructors. All instructors will take the responsibility of placement for their particular area. Stress the necessity and importance of placement both to industry and the instructor. Give student assessment printouts from SJPS to instructors. Discuss how many students have been placed, how many can be, what instructors can improve on, etc. Encourage instructors to help each other set up a working network within the school system. Job placement coordinator can discuss PEP with class while instructors take a day to do some job development.
Outcomes	Improvement in positive placement.
Time Schedule	Continuous, on-going throughout the year.
Approximate C	$500 for travel, phone calls and postage.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	MOBERLY AVTS 1625 Gratz Brown Rd Moberly, MO 65270 816/263-4513
DIRECTOR	William Goodrick
PLACEMENT COORDINATOR	Dennie Foster
COMMUNITY POPULATION	Approx. 25,460 in Randolph County, 2,000 in Chariton, West Monroe County and North Boone County
NAME OF ACTIVITY	Individualized Employer Visitation
OBJECTIVE	1. To increase number of personal employer calls by 80%. 2. To target certain employers who match low related placement areas of instruction. 3. To expand placement geographically by comparing other AVTS curriculum with MAVTS, and surveying number of related training-work positions in that area. 4. To establish needs of employers and the use of first name basis with hiring persons. 5. To establish better relationships with hiring agencies on regional basis.
DESCRIPTION	The P.C. and Job Service Tech will range outward from AVTS to predetermined areas, calling on employers who are training related. The targeted employers are prealerted by letter of intent to visit with no exact date mentioned but preceding by only two weeks. The P.C. devotes two days per week (Tues & Thurs) on job development by personal calls and recalls on employers. Where possible, inquiries for public presentations will be made as to being guest of employer at various service organizations. Calls on employment offices and state agencies for reference will be made.
OUTCOMES	1. Increase in training related placement. 2. Increase in overall placement. 3. Major size increase in Employer Reference Bank. 4. Increased knowledge of Moberly AVTS as reliable, established training institution and source of employees. 5. Increase in knowledge and use of SJPS through MAVTS placement office.
TIME SCHEDULE	Sept-May Average six personal calls per week (J.P.) Sept: 1. Meet advisory committee & review placement plan. 2. Meet handicapped & VR representative for review of plan.

3. On-going J.D. visits.
4. Schedule service club presentations.

Oct:
1. Meet with program advisory committee to discuss placement & seek employer leads.
2. Visit employment offices to seek P.T. employment openings.
3. Job Development.
4. Employer Visitation.

Nov-Dec:
1. Employer Visitation.

Jan-May
1. Release time for instructors for employer visitation.
2. Teach P E P Classes.
3. Employer visitation by P.S./J.S.T.

May-June:
1. Assess results of I.E.V. activity.
2. Reset placement activities.

APPROXIMATE COST

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Moberly AVTS 1625 Gratz Brown Rd Moberly MO 65270 816/263-4513
DIRECTOR	William Goodrick
PLACEMENT COORDINATOR	Dennie Foster/Cindy Guthrie, Job Service Tech
COMMUNITY POPULATION	Approx. 25,460 in Randolph County, 2,000 in Chariton, West Monroe County and North Boone County.
NAME OF ACTIVITY	Job Development by Instructional Staff Release Time Effort (RTE)
OBJECTIVE	1. Increase of Employer Bank 2. Personal involvement of instructors in job development and placement 3. Develop closer relationships between employment dependent stduent and the instructor 4. Involvement of Missouri Employment Service Technician in job development and placement expertise 5. Computerization of job development and placement activities
DESCRIPTION	Instructors released for 1-3 days to job develop within school service areas. Job development forms are completed for each contact with information placed in employer bank file. Availability of employable graduates for hire is stressed. Students attend pre-employment preparation classes during instructors released time. Job Service technician will direct and assist instructors as needed or assist in preemployment preparation classes.
OUTCOMES	1. Increased full-time employment in training related occupations. 2. Instilled confidence in returning students concerning their employment upon graduation. 3. More part-time employment for returning students. 4. Expansion of service area in job development & placement. 5. Missouri Job Service technician assumes active role in job development & placement.
TIME SCHEDULE	Nov: Review previous year placement on 180-day follow-up with instructors & employers

	Dec: Meet with P.S. & review area placement & set goal Jan May: Actual RTI
APPROXIMATE COST	Transportation $100-$300 @ 20¢ per mile

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MAPLE WOODS COMMUNITY COLLEGE 2601 NE BARRY RD KANSAS CITY MO 64156 816/436-6500
Director	Virginia P. Baker
Placement Coordinator	Ernestine Freeman
Community Population	Local Businesses and Industries
Name of Activity Objective	Job Development
Description	Worked as a member of the Business Retention Committee for Clay and Platte Counties. Weekly visits were made to area businesses and companies to determine needs or problems which could be addressed by the committee. During these visits, information about vocational programs and the availability of qualified applicants was made available to company representatives.
Outcomes	This activity resulted in a number of employment opportunities for the students. Over a twelve week period, twenty companies were contacted.
Time Schedule	Twelve weeks.
Approximate Cost	Travel time to and from companies.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Lewis & Clark Technical School 2400 Zumbehl Rd St. Charles MO 63301 314/723-4829
DIRECTOR	Dr. Kenneth Cobb
PLACEMENT COORDINATOR	Russ Brinkmann
COMMUNITY POPULATION	153,000
NAME OF ACTIVITY	n/a
OBJECTIVE	Targeting companies for making a job placement contact
DESCRIPTION	Instructors are aware of new and progressive companies in their area of training. Each year we ask instructors to obtain the name, address & name of a contact person for four companies. I in turn follow up and contact the companies to enhance the companies' awareness of our school's training program.
OUTCOMES	Uptodate mailing list of companies who are potential employers of our students. Heightened awareness of school's training programs.
TIME SCHEDULE	Feb: Request information from instructor Mar-May: Make personal contact with companies
APPROXIMATE COST	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Ft. Osage AVTS Rt 2 Box 928 Independence MO 64050 816/249-3156
DIRECTOR	Walter Kennon
PLACEMENT COORDINATOR	Dr. Les Lang
COMMUNITY POPULATION	Greater Kansas City Area
NAME OF ACTIVITY	Employer contact by instructors
OBJECTIVE	Contact with area employers by instructors to develop contacts and job referrals. Instructors went to employer when classes were covered during PEP. Become aware of employers and employment needs.
DESCRIPTION	Instructors were given the time to contact employers within their vocational area. Brought back information as to contact person, available jobs and/or possible jobs and types of jobs within the business.
OUTCOMES	It identified specific contacts within program training area and produced several job possibilities. Instructors became more concerned and involved with the placement process.
TIME SCHEDULE	one day
APPROXIMATE COST	mileage paid by area school

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LEX LA RAY AVTS 2323 HIGH SCHOOL DR LEXINGTON MO 64067 816/259-2264
Director	Charles Houseworth
Placement Coordinator	
Community Population	Auto Mechanics Class - Lafayette and Ray Counties
Name of Activity Objective	1. To increase job placement 2. To facilitate transfer of skills learned in the school to work settings in dealerships and mechanics shops.
Description	Auto Mechanics instructor contacts businesses in Lafayette and Ray Counties to develop on-the-job training slots for the month of April.
Outcomes	1. Full-time placement in dealership 2. Increased awareness of Auto Mechanics program 3. Employer-employee banquet
Time Schedule Approximate Cost	December-meeting with eligible students and parents March-development of placement sites April-on-the-job training May-Banquet Transportation cost to develop jobs; banquet cost

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MOBERLY AREA JUNIOR COLLEGE COLLEGE & ROLLINS STREETS MOBERLY MO 65270 816/263-4110
Director	JAMES MUSICK
Placement Coordinator	JANE K ORTON
Community Population	13,400
Name of Activity	Location registration
Objective	Through convenient registration, increase enrollment, build public relations, become more visible to community.
Description	Local company which conducts business on a nationwide basis provides office space for me to visit and register its employees in acutal business location.
Outcomes	Increased enrollment, increased placement of students in a progressive forward-looking company.
Time Schedule	At company's convenience prior to the beginning of each semester.
Approximate Cost	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MOUNTAIN GROVE AVTS PO BOX 806 MOUNTAIN GROVE MO 65711 417/926-3116
Director	Everett Mitchell
Placement Coordinator	Lonnie Krider
Community Population	4,000
Name of Activity Objective	
Description	Each vocational staff member is given release time at beginning of school year to make contact with area employers, advisory committee people thus resulting in a job development possibility. When a contact is made to the teacher, he/she in turn contacts the placement person. When a contact is made to the placement person, he/she in turn contacts the instructor. Programs are presented to local civic clubs by teacher, administrator, placement etc. Being a small community this works for us but in a large city this plan may not work satisfactorily.
Outcomes	
Time Schedule Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NEW MADRID COUNTY VOTECH CENTER PO BOX 56, NEW MADRID MO 63869 314/688-2161
Director	Bill Glaus
Placement Coordinator	Floyd Shaw
Community Population	approximately 20,000
Name of Activity Objective	Employer visitation day Develop jobs for graduates
Description	The school system has one work day per quarter. On these days vocational instructors make employer visits. They travel to anywhere within the service delivery area where there is a business related to their particular area of specialization. They receive mileage or take the school car. About two weeks later the instructors follow up with telephone calls. The director keeps a file with a running list for each instructor's contacts.
Outcomes	Find jobs for students Improve public relations
Time Schedule Approximate Cost	once each quarter approximately $150.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	JOHNSON COUNTY COMMUNITY COLLEGE 12345 COLLEGE AT QUIVIRA OVERLAND PARK KS 66210 913/888-8500 (ext 3870)
Director	MARY ELLEN MASTERSON
Placement Coordinator	EILEEN LECLUYSE
Community Population	Johnson County: Businesses/Community College students
Name of Activity Objective	Attend Chamber of Commerce activities (6 chambers in Johnson County) To make contacts with a variety of business people in the community making them aware of our placement services. Also, we let them know about our various career programs, and about the diversity of our student population and the students qualifications.
Description	The Job Developer attends at least one activity a month for each of the six chambers in Johnson County. These activities include luncheons, morning coffees, business open houses and related events. We anticipate holding an Open House in our Career Center in the future as well as being available to present programs.
Outcomes	We develop a number of business contacts. Attending these events provides our center with exposure and gives us an opportunity to inform a number of business people about our services in one setting (in a short period of time). Often we are given job opening information at these activities.
Time Schedule Approximate Cost	Varies -- luncheons cost between $5-$10 each; other activities are free.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	GRAFF AVIS 815 N SHERMAN SPRINGFIELD MO 65802 417/831-0094
Director	Dr. Jim Shoemaker
Placement Coordinator	Sue Lawson
Community Population	120,000
Name of Activity	Employer Visitation
Objective	.Check new business in city .Visit area where students are working .Visit industry that does not hire part-time youth .Distribute catalog and describe classes, school population, teachers and outcome of graduates.
Description	Arrange address list of employers per section of city or per town. Plan to see several per day. Arrange at least two days (all day or morning-afternoon visits) per week.
Outcomes	Employer awareness of vocational education and potential employees. Employers will call later with job order and often successful student placement will result.
Time Schedule	All year
Approximate Cost	Travel Expense/Employer Luncheons

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CAPE GIRARDEAU AVTS 301 N CLARK AVE CAPE GIRARDEAU MO 63701 314/335-1419
Director	Gary Gilbert
Placement Coordinator	Ralph Ford
Community Population	45,000
Name of Activity	Business Visitation Day
Objective	To make it possible for teachers to spend a week-day visiting employers
Description	While other schools in the Cape Girardeau system are having conferences, Vo Tech teachers visit businesses and industries. They have a full day to visit. They select the places they want to visit and make many good contacts for future placements.
Outcomes	Many job contacts are made on this day. It gives the instructor a full day to make these contacts.
Time Schedule	Late October or early November
Approximate	none

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	JOE HERNDON AVTS 11501 EAST 350 HWY RAYTOWN MO 64138 816/356-0617
Director	DON SHEETS
Placement Coordinator	RON YOUNGS
Community Population	Metropolitan area
Name of Activity Objective	Industrial visition by AVTS instructors Each AVTS instructor will visit at least two businesses or industries related to the occupational training program.
Description	During the middle of January an instructor work day was set. The director released the instructors to visit employers in the metropolitan area.
Outcomes	Considerable number of new jobs were identified. Of special value was the promise of jobs being available in the spring when students would be available. A secondary value was the instructor returning and reviewing the curriculum to better fit needs of industry.
Time Schedule Approximate Cost	Day in January Travel expense

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	O'Fallon Technical Center 5101 McRee Ave St. Louis MO 63110 314/776-2215
DIRECTOR	Dr. Harold Greer, Prin. Coord.
PLACEMENT COORDINATOR	Eli DeWeez
COMMUNITY POPULATION	St. Louis Area
NAME OF ACTIVITY	Develop new jobs
OBJECTIVE	
DESCRIPTION	Placement coordinator goes with instructor to prospective employer
OUTCOMES	Good P.R. for all. If employer can't contact one person he can usually get the other.
TIME SCHEDULE	1/2 day block
APPROXIMATE COST	Mileage

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	O'Fallon Technical Center 5101 McRee Ave St. Louis, MO 63110 314/776-2215
DIRECTOR	Dr. Harold Greer, Prin. Coord.
PLACEMENT COORDINATOR	Eli DeWeez
COMMUNITY POPULATION	St. Louis Area
NAME OF ACTIVITY	
OBJECTIVE	To develop a job with a company previously closed to our students.
DESCRIPTION	A sign company in the area, contact the league of women voters, who contacted the Career Education division of the St. Louis School system to conduct a contest to develop a sign.
OUTCOMES	We made a contact and have developed a rapport with the company.
TIME SCHEDULE	Varies.
APPROXIMATE COST	Minimum.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NORTH CENTRAL AVS PO BOX 445 BETHANY MO 64424 816/425-2201
Director	DON WARD
Placement Coordinator	ED WOODERSON
Community Population	3,400
Name of Activity	Calls on potential employers
Objective	To develop jobs and knowledge of jobs that might be in the community.
Description	I spend a certain amount of time calling on employers, most of the time in person, but many by phone, especially if they know me well.
Outcomes	We find jobs where we didn't think jobs existed. Many times make contacts with employers that call again when they need employees.
Time Schedule	Three to four days out of each month average. More time in the Spring when students hit the job market.
Approximate Cost	Average $150.00 per year travel.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MONETT AVTS 710 NINTH ST MONETT MO 65708 417/235-6337
Director	James Orr
Placement Coordinator	Richard Heim
Community Population	Approx. 7000
Name of Activity Objective	Instructor-Industry Visitation The instructor is released to visit industry for the purpose of job development as well as to attempt to stay abreast of new technologies and a finger on employer's need.
Description	The instructor is released for 1 day, while the placement person takes their class for PEP. The instructor has the option of choosing which industry or place of business they will develop.
Outcomes	New contact in B & I, plus placement possibilities for SR/completers at end of term.
Time Schedule	March
Approximate Cost	$200.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CROWDER COLLEGE & AVTS ROUTE 6 NEOSHO MO 64850 417/451-3583
Director	Richard Thexton
Placement Coordinator	Gene Andrews
Community Population	7,600
Name of Activity	Coordination with Employment Security
Objective	Place people in local industry
Description	Through contact with local Employment Security coordinators I can many times place students in "hard to get" companies.
Outcomes	Students placed in "hard to get" jobs.
Time Schedule	
Approximate Cost	None.

Employers Visit the School

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	KC TECH ED CENTER 1215 E TRUMAN RD KANSAS CITY MO 64106 816/471-3568
Director	Curtis Jones, Prin.
Placement Coordinator	Tim Wills
Community Population	KC Metro Area
Name of Activity Objective	Business/Industry Day To make business and industry aware of the course offerings and the competencies of the students in an attempt to secure more job opportunities.
Description	Business and industry people were invited into the school for doughnuts and coffee and to see the operation. The guests had an opportunity to meet the staff and to visit with students within the classrooms in an informal way.
Outcomes	From 100-150 business/industry people attended and were surprised as to what goes on in the building. Many stated they had passed the building twice a day and wondered about the activities at the school. As a result of this activity more job opportunities were received from the participating companies.
Time Schedule Approximate Cost	unknown

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CLINTON AVTS FIFTH & WILSON STREETS CLINTON MO 64735 816/885-6101
Director	JIM LINDSAY
Placement Coordinator	JACK DANNELS
Community Population	Clinton & surrounding communities 15,000-20,000
Name of Activity	Open House
Objective	Generate interest in training programs and expose people to programs offered at the vocational school.
Description	The vocational school was open to the public on a Monday evening. Invitations were sent by instructors to Advisory Committee members, board members and area businesses. Demonstrations took place in each area, materials were passed out, and instructors, students and staff were available to answer questions.
Outcomes	Increased enrollment from two sending schools, increased enthusiasm in staff and students, increased awareness of programs.
Time Schedule	Took place in April, 7:00-9:30 p.m.
Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	TRI COUNTY TECHNICAL SCHOOL SECOND & PINE STREETS ELDON MO 65026 314/392-3371
Director	John Murphy
Placement Coordinator	Charles McDonald
Community Population	12,000 (6 communities)
Name of Activity Objective	Lunch & visitation with area school board members Sell the various school board members on vocational education and the opportunities offered at local vo-tech school.
Description	Invite one or two members from our local and sending school boards to lunch and show them the vocational school. Keep them as long as they can stay, explaining the programs, touring, introducing them, etc. This activity can be expanded to superintendents and principals.
Outcomes	Increased awareness of vocational education. Job openings. The proliferation of good relations through the acquaintances of each of these people.
Time Schedule Approximate Cost	September and October $250.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Poplar Bluff AVTS Box 47 Poplar Bluff MO 63901 314/785-4168
DIRECTOR	James Ellis
PLACEMENT COORDINATOR	John Gross
COMMUNITY POPULATION	18,000 (Poplar Bluff) Area-50,000
NAME OF ACTIVITY	Open House
OBJECTIVE	To make the community more aware of vocational-technical training facilities and opportunities to receive vocational-technical training in the Poplar Bluff area.
DESCRIPTION	1. Have an Open House which includes both day and evening student demonstrations of skills learned through Vocational Education. 2. Distribute vocationally informative literature. 3. Provide a hospitality room.
OUTCOMES	More community awareness of what vocational education can do for students and the community.
TIME SCHEDULE	During Vocational Education Week
APPROXIMATE COST	$50.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Pike & Lincoln Technical Center Rt 1A Box 38 Eolia MO 63344 314/485-2900
DIRECTOR	Terry Eivins
PLACEMENT COORDINATOR	
COMMUNITY POPULATION	400
NAME OF ACTIVITY	APPRECIATION BREAKFAST
OBJECTIVE	To show appreciation to employers, advisory committees board members, legislature members, etc., who have been supportive of the Technical Center.
DESCRIPTION	Breakfast buffet prepared by staff & served by adult & secondary students was served to approx. 150 persons. The planned date was during National Vocational Education Week. Program included: Dr. Fred Linhardt, Dept of Ele & Sec Edu; VICA President; FBLA President; Special Recognitions. Building tours followed program. Approx. 1 hour in length. Time: 7:30 a.m. Breakfast: 7:30 Program: 8:00 Tours: 8:30
OUTCOMES	Many employers in building. Some work experience placements. Some permanent work placements as result of the 1983 breakfast.
TIME SCHEDULE	Need over-all coordinator & much staff cooperation. Invitations mailed three weeks in advance.
APPROXIMATE COST	$200.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	EAST CENTRAL COLLEGE PO BOX 529 UNION MO 63084 314/583-5193
Director	Boyd Eversole
Placement Coordinator	Michael Knight
Community Population	76,000
Name of Activity	BUSINESS MID-MANAGEMENT SEMINAR
Objective	Acts as career development activity for business mid-management majors.
Description	Event opens with general meeting with a major company giving a presentation. Divides into small groups with area business representatives acting as group leaders. Discuss careers and training required in order to acquire particular positions.
Outcomes	Function is informative to students. Function also gives employers a chance to visit campus.
Time Schedule	1/2 day session
Approximate Cost	$150.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CURRENT RIVER AVS 303 SPRING ST, DONIPHAN, MO 63935 314/996-2915
Director	Dennis Braschler
Placement Coordinator	
Community Population	Serve students in three different counties, largely rural areas. Towns of Couch, Naylor, Neelyville, Doniphan
Name of Activity Objective	Guest Speakers from Industry Acquaint students with varied jobs
Description	At every opportunity we have brought in people from different work areas to speak to various classes. For example, a marketing specialist with the Dr. Pepper Company visited the data processing and business classes to explain the process that a new product goes through before being marketed. Students and instructors became much more aware of the many, varied jobs related to marketing. A representative from Wheeler Brick Company invited our masonry class down to Jonesboro, AR to visit their plant. We accepted and the students had an outstanding day learning the process of making bricks and the different jobs therein.
Outcomes	Developed jobs Students and instructors became aware of the many different jobs in unexpected areas. 2000 free bricks delivered free
Time Schedule Approximate Cost	At various times during the year Usually none

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	BOONSLICK AVTS ASHLEY ROAD BOONVILLE MO 65233 816/882-5306
Director	DWIGHT JONES
Placement Coordinator	SYLVIA REMINGTON
Community Population	7,000
Name of Activity Objective	Employer Breakfast To acquaint employers with the facility and give the staff an opportunity to discuss programs with them on an informal basis.
Description	This activity was part of a National Vocational Education Week celebration. All members of the Chamber of Commerce were invited and VICA and FFA both cooked, served, and seated people. Staff supervised and visited with guests. The event was announced in the Chamber of Commerce Newsletter.
Outcomes	Newspaper publicity covering the event Goodwill of employers Increased awareness of programs Student involvement in a service event
Time Schedule Approximate Cost	7-9 a.m. (Staff 5:30 a.m.) Approximately $300

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Boonslick AVTS Ashley Rd Boonville MO 65233 816/882-5306
DIRECTOR	Dwight Jones
PLACEMENT COORDINATOR	Sylvia Remington
COMMUNITY POPULATION	7,000
NAME OF ACTIVITY	Industry/Business Speakers in Classroom
OBJECTIVE	To inform students about area industry related to their program.
DESCRIPTION	Speakers (both AM & PM) visited related classes and spoke to students on their field.
OUTCOMES	Informed students, staff Goodwill in community
TIME SCHEDULE	Approx. one hour each session.
APPROXIMATE COST	0

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	HANNIBAL AVTS 4500 MCMASTERS AVE HANNIBAL MO 63401 314/221-4430
Director	HAROLD WARD
Placement Coordinator	LOIS NORDYKE
Community Population	18,000
Name of Activity Objective	Open House Make vo-tech school visible to area employers; observance of Voc Ed Week; encourage sending school officials to send more students
Description	All areas open with student demonstrations. Teacher available. Student projects shown. Invited each advisory committee member. Asked my members to "bring a friend." Also invited sending school officials.
Outcomes	More response than at any previous open house. Visits from local businesses & school officials from sending schools.
Time Schedule Approximate Cost	2 hr. open house $200.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NEW MADRID COUNTY VOTECH CENTER PO BOX 56, NEW MADRID MO 63869 314/688-2161
Director	Bill Glaus
Placement Coordinator	Floyd Shaw
Community Population	approximately 20,000
Name of Activity Objective	Employer Banquets Improve public relations Develop jobs for graduates
Description	Three banquets are held each year--FBLA, VICA and Advisory Committee. FBLA and VICA hold fund-raising activities during the year to finance their banquets. The school underwrites the dinner for the Advisory Committee. The dinners are catered in a banquet hall. The program is not extensive so that there is time to introduce employers individually.
Outcomes	The school is publicized. Jobs are developed.
Time Schedule Approximate Cost	Spring $5.50 per person

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	JOHNSON COUNTY COMMUNITY COLLEGE 12345 COLLEGE AT QUIVIRA OVERLAND PARK KS 66210 913/541-3870
Director	MARY ELLEN MASTERSON
Placement Coordinator	EILEEN LECLUYSE
Community Population	Johnson County
Name of Activity Objective	Hospitality management lunches To establish contacts and inform community and staff members of the quality of the hospitality management program.
Description	The program director invites business members in for a four course meal prepared and served by the students. Staff members may also invite business clients. A weekly drawing is held for community members.
Outcomes	The meals are so wonderful that it is difficult to get in without weeks advance notice. The program is becoming well known city wide, which reflects the abilities of the students (and helps them in getting full time jobs upon graduation.)
Time Schedule Approximate Cost	$3.95 per person for meal

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	STATE FAIR AVTS 1900 CLARENDON RD SEDALIA MO 65301 816/826-7100
Director	GARY NOLAND
Placement Coordinator	RHONDA FARIS
Community Population	juniors and seniors at area school approx. 60 students
Name of Activity Objective	Military Career Day Inform students about job placement opportunities within the various military branches.
Description	Invited representative from each arm services branch to speak to interested students. (Had to "sign-up" to be excused from regular class) Each representative spoke individually to student group then answered questions as a group after individual presentations.
Outcomes	1. Informed students about military opportunities 2. Reduced number of individual students requesting to be excused from class to talk to recruiter 3. Enables comparison of branches
Time Schedule Approximate Cost	2 hours cost of one dozen donuts

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	STATE FAIR COMMUNITY COLLEGE 1900 CLARENDON RD SEDALIA MO 65301 816/826-7100
Director	JOYCE FIELDING
Placement Coordinator	KATHY DARRAH
Community Population	20,000
Name of Activity	Campus Recruitment
Objective	Provide students the opportunity to talk to personnel officers, learn more about organizations and interview for job openings.
Description	1. Personnel from University of Missouri talked to two classes (1 secondary, one post-secondary), about job opportunities and procedures for making application with UMC. Interviews were also held for students graduating spring semester. 2. Representative from Missouri Division of Personnel talked to interested students. Table was set-up in Student Union to display information. Representative talked to any interested students that stopped by.
Outcomes	Personnel from MU related to students very well and created interest in the opportunities with UMC. Interviews went well. Excellent possibility for jobs. Many students stopped at table in Student Union to talk to Missouri Division of Personnel representative.
Time Schedule	At least 2 weeks lead time to publicize campus visits. Allow at least one week to coordinate schedules of recruiters, faculty, and myself.
Approximate Cost	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	STATE FAIR COMMUNITY COLLEGE 1900 CLARENDON RD SEDALIA MO 65301 816/826-7100
Director	JOYCE FIELDING
Placement Coordinator	KATHY DARRAH
Community Population	20,000
Name of Activity	Guest Speakers
Objective	To increase chances of employment, by improving job search techniques, and by giving personnel and students chance to meet each other.
Description	Representatives from Business and Industry attended Employment Seminar classes to provide advice to students in job search techniques. Students had opportunity to ask questions. Personnel attended were from Broderick and Bascom, Gardner-Denver, and McEnerney Chevrolet.
Outcomes	Personnel representative from Broderick and Bascom gave students application forms to complete which have been submitted along with students' resumes. Personnel reinforced the importance of good job search skills which had been presented in pre-employment class. Representative for McEnerney provided female students excellent advice in area of career development for women in the work force.
Time Schedule	
Approximate Cost	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	THREE RIVERS COMMUNITY COLLEGE THREE RIVERS BLVD POPLAR BLUFF MO 63901 314/686-4101
Director	Dr. Thomas R. Burke
Placement Coordinator	Eleanor Jacks
Community Population	18,000 plus surrounding area
Name of Activity	Health Occupations Job Recruitment Fair
Objective	. To acquaint students with the kinds of job opportunities locally available. . To give local health facilities an opportunity to recruit nursing students.
Description	Local health care agencies who were invited to the school set up displays, explained their offerings and encouraged candidates for the nursing degree to consider employment at their facilities. Freshmen and sophomore students attended.
Outcomes	For some students, the fair served to solidify job direction. For others, the fair provided information about new opportunities in the ever-changing health field job market.
Time Schedule	The fair was set up for two hours.
Approximate C	Postage

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	TRENTON JUNIOR COLLEGE PO BOX 111 TRENTON MO 64683 816/359-3948
Director	Daniel Alley
Placement Coordinator	Loma Hobbs
Community Population	7500
Name of Activity Objective	Employer Recognition Dinner To acquaint employers with our Business Management/ Accounting programs and students
Description	Each student on Employment Experience, invited his/her employer to dinner. The program was short but cover introductions of placement director and coordinator, and a presentation on student awards received through the year.
Outcomes	Very positive response from employers. Looking forward to getting student employees in the future - some permanent jobs followed.
Time Schedule Approximate Cost	3 hours plan - 2 hours $100.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	TRENTON JUNIOR COLLEGE PO BOX 111 TRENTON MO 64683 816/359-3948
Director	DANIEL ALLEY
Placement Coordinator	LOMA HOBBS
Community Population	7500
Name of Activity Objective	Dedication of new building and open house All facilities To make as many people in the community as possible aware of our placement office and trained graduates.
Description	Special invitations were sent out to all businesses, offices and personnel directors to attend to tour the training facilities and meet with faculty and students.
Outcomes	Increase interest in graduates as possible employees - several calls received listing jobs for summer - part-time and full-time - also some asking for students for internships.
Time Schedule Approximate Cost	one day - planning 3-4 days minimal

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LAKE AVS PO BOX 809 CAMDENTON MO 65020 314/346-4260
Director	LARRY LUTZ
Placement Coordinator	MIKE WINGATE
Community Population	2300
Name of Activity Objective	Employer luncheon To get employers into school and see what is going on in the school In addition, instructors are invited to each lunch with the employers at the school.
Description	1. invitation by director by telephone (list of employers submitted by instructors, supt., etc.) 2. provide lunch and tour of facility 3. brief program about various placement activities ie. co-op, intern, full-time available, SWJP
Outcomes	Main outcome is that on personal visitation to employer they know what is involved in the school and what the program may be or may not be teaching. Advisory committees have gotten stronger in some areas.
Time Schedule Approximate Cost	All total maximum two hours Varies

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	FT OSAGE AVTS RT 2 BOX 928 INDEPENDENCE MO 64050 816/249-3156
Director	Walter Kennon
Placement Coordinator	Dr. Les Lang
Community Population	Greater Kansas City Area
Name of Activity	Employer contact by instructors.
Objective Become aware of employers and employment needs.	Contact with area employers by instructors to develop contacts and job referrals. Instructors went to employer when classes were covered during PEP.
Description	Instructors were given the time to contact employers within their vocational area. Brought back information as to contact person, available jobs and/or possible jobs and types of jobs within the business.
Outcomes	It identified specific contacts within program training area and produced several job possibilities. Instructors became more concerned and involved with the placement process.
Time Schedule	1 day
Approximate Cost	mileage paid by area school

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LACLEDE AVS BY PASS 64 LEBANON MO 65536 417/532-5494
Director	C. Lawson Nichols
Placement Coordinator	Jon Presley
Community Population	8500
Name of Activity Objective	Community involvement To involve management in an activity that results in an awareness of job potential for students and trained employee availability at vo-tech. Interaction between students and employers is basis of activity.
Description	Have a function such as a dinner where employers can talk to students and students can discuss job opportunities with people who hire people.
Outcomes	Awareness of students who are trained and job ready with placement of students the ultimate outcome.
Time Schedule Approximate Cost	A continuing function $50 per meeting

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LACLEDE AVS BY PASS 64 LEBANON MO 65536 417/532-5494
Director	C. Lawson Nichols
Placement Coordinator	Jon Presley
Community Population	10,000
Name of Activity Objective	Adult Night Class Educate administrative personnel of companies about the programs at the vocational school.
Description	All instructors of the vocational school are made aware of the value of educating adult students of the programs and training at the vocational school when teaching and/or planning the adult class.
Outcomes	Employer is aware of programs and secures students for job vacancies.
Time Schedule Approximate Cost	one hour

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LACLEDE AVS BY PASS 64 LEBANON MO 65536 417/532-5494
Director	C. Lawson Nichols
Placement Coordinator	Jon Presley
Community Population	8500
Name of Activity Objective	Advisory committee Involvement in education by community
Description	Involve program advisory group in each training program at a rate of 6 to 10 persons per program. They should have a part in describing what is in the training program and skills students are to achieve leading toward job placement.
Outcomes	Jobs often come from Advisory Committee members.
Time Schedule Approximate Cost	two times a year can be dohe at no cost to school

Use of the Mail

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MEXICO AVTS 905 NORTH WADE MEXICO MO 65265 314/581-5684
Director	DON BRISTOW
Placement Coordinator	E G RANEY
Community Population	Mexico and area 12,000 + 12,000 = 24,000
Name of Activity Objective	Class Resume Capsule
Description	Building Trades Students in class sent capsule resume to all employers in mid-Missouri area. Resume by number/if employer was interested in brief resume, the student sent complete resume. Only brief resume of class completers was included. They were listed by number.
Outcomes	Instructor follow-up to employers and referrals made.
Time Schedule Approximate Cost	April $25.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Ft. Osage AVTS Rt 2, Box 928 Independence MO 64050 816/249-3156
DIRECTOR	Walter Kennon
PLACEMENT COORDINATOR	Dr. Les Lang
COMMUNITY POPULATION	Greater Kansas City Area
NAME OF ACTIVITY	Survey students to determine those employed on a part-time basis.
OBJECTIVE	To determine the number of students employed parttime. To determine what employers within the area were hiring students for after school jobs, etc.
DESCRIPTION	Develop a survey form that each student completes showing name and address of employer, job title, supervisor, type of business, etc.
OUTCOMES	A simple activity to become aware of employers hiring student help. Can utilize to contact employers later for full-time jobs and to determine types of positions available within each of the businesses where students are employed. Have a contact person and business identified to follow up and hopefully, develop more jobs. Can develop a listing of employers within the area to use for mailing lists, possible advisory committee members, etc.
TIME SCHEDULE APPROXIMATE COST	N/A

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Brookfield AVTS 216 Linn St. Brookfield MO 64628 816/258-2682
DIRECTOR	Jerald Mundell
PLACEMENT COORDINATOR	Duane Neeley
COMMUNITY POPULATION	5,555
NAME OF ACTIVITY	Business Survey
OBJECTIVE	Obtain listing of area businesses. Make students aware of area industries and increase business & industry awareness of vocational education.
DESCRIPTION	Distributive Education class did a survey of local business and industry. These were hand delivered and picked up by students.
OUTCOMES	Project won district and state contest and at this writing will be taken to national contest in San Francisco on May 1. Job development Very good publicity
TIME SCHEDULE	Three weeks for planning, two weeks for tabulation Two weeks for actual survey
APPROXIMATE COST	$250.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	STATE FAIR COMMUNITY COLLEGE 1900 CLARENDON RD SEDALIA MO 65301 816/826-7100
Director	JOYCE FIELDING
Placement Coordinator	KATHY DARRAH
Community Population	20,000
Name of Activity	Placement Office Newsletter
Objective	Job Development/General Public Relations
Description	Each semester the Placement Office Newsletter is mailed to Sedalia employers. Remind them of placement services and provide general information about current happenings on campus or information about specific programs.
Outcomes	Good results in jobs.
Time Schedule Approximate Cost	Two weeks to prepare and mail. 200 mailed - printing cost $ 7.70 mailing cost 6.00 $13.70

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	STATE FAIR COMMUNITY COLLEGE 1900 CLARENDON RD SEDALIA MO 65301 816/826-7100
Director	JOYCE FIELDING
Placement Coordinator	KATHY DARRAH
Community Population	20,000
Name of Activity	Resume Books
Objective	To increase employment opportunities by informing employers about programs, and providing them with resumes of graduating students. To contact employers around the state.
Description	Resume books were printed for specific programs and mailed to employers identified as possible employers of students with that particular training. Separate books were made for Building Materials Merchandising, Ag, Electronics, and Welding. Students in these programs were willing to relocate. The remaining programs were included in one book which was mailed to Sedalia area only. Those students had indicated that they were not willing to relocate. Students already employed or planning to continue their education were not included in the books. By printing books according to program printing costs were cut.
Outcomes	Have had a few positive responses from employers. Phone calls to employers to follow-up on resume books are still being made.
Approximate Cost	Total Printed - 100 Sedalia book - $115.00 50 Electronics - 15.00 25 Welding - 4.80 20 Ag - 5.20 195 $140.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CARROLLTON AVTS EAST 10th ST CARROLLTON MO 64633 816/542-0000
Director	JOE DANIELS
Placement Coordinator	JOHN MICHAEL
Community Population	Carroll, Chariton & Ray Counties
Name of Activity Objective	Placement Brochures Establish written material to be used in job development & placement.
Description	Prepare placement office brochures. Project for CAVTS Graphic Arts class. Mailed or hand delivered along with SJPS brochures.
Outcomes	Delivered brochures to most area businesses. Some job referrals.
Time Schedule	Once a year
Approximate Cost	$50.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Poplar Bluff AVTS Box 47 Poplar Bluff MO 63901 314/785-4168
DIRECTOR	James Ellis
PLACEMENT COORDINATOR	John Gross
COMMUNITY POPULATION	18,000 (Poplar Bluff) Area - 50,000
NAME OF ACTIVITY	Trade Related - Employer Mail Out
OBJECTIVE	To let employers know that PB AVTS has trade related graduates for hire.
DESCRIPTION	Mail out to each employer that is trade related. 1. Cover letter briefly describing the school and the trade related program. 2. "Mini" resume on each graduate that is trade related.
OUTCOMES	1. Community public relations are upgraded. 2. Community awareness of vo-tech education is increased. 3. Employers call-interviews are arranged. 4. Students get jobs.
TIME SCHEDULE	Have mail out prepared and ready to go by the Monday of the last week of school.
APPROXIMATE COST	$50.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Boonslick AVTS Ashley Road Boonville MO 65233 816/882-5306
DIRECTOR	Dwight Jones
PLACEMENT COORDINATOR	Sylvia Remington
COMMUNITY POPULATION	
NAME OF ACTIVITY	Chamber Newsletter Articles
OBJECTIVE	To inform employers of the programs and placement potential of graduates.
DESCRIPTION	Articles about school programs, placement results, graduate availability, and school special events that involve the Chamber of Commerce are included in the newsletter.
OUTCOMES	Public awareness of vo-tech Jobs for graduates Internships for seniors
TIME SCHEDULE	One hour per month - conferences & composition time
APPROXIMATE COST	0

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	EAST CENTRAL COLLEGE PO BOX 529 UNION MO 63084 314/583-5193
Director	Boyd Eversole
Placement Coordinator	Michael Knight
Community Population	76,000
Name of Activity	ANNOUNCEMENT MAILINGS TO AREA EMPLOYERS
Objective	Function is to remind employers of a resource which they may utilize to obtain trained, qualified candidates for job vacancies within their companies.
Description	Bulk mailings sent to target employers in geographic area who hire employees in the trained areas offered. Example: Sending out announcement to hospitals or doctors' offices announcing the graduating class of nurses, giving some details of training received through program.
Outcomes	Actual job listings. Function serves as an informative reminder to employers of placement services offered. Function serves as an informative reminder to employers of occupational programs offered at college.
Time Schedule	Completed usually in Spring prior to commencement.
Approximate Cost	$100 - $300

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	DALLAS COUNTY AVTS LOUISBURG MO 65685 417/752-3492
Director	Jerry Kirksey
Placement Coordinator	Phyllis Darnell
Community Population	
Name of Activity Objective	Letter Writing Locate job possibilities for graduates, Radio Broadcasting
Description	Letters have been mailed to radio and television stations in Missouri. Letter included background information concerning DC-AVTS and KBFL. Described areas of study in Radio Broadcasting and qualifications of graduates. Stressed that they would be available for employment immediately after graduation.
Outcomes	
Time Schedule Approximate Cost	Postage for approximately 165 letters

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	DALLAS COUNTY AVTS LOUISBURG MO 65685 417/752-3492
Director	Jerry Kirksey
Placement Coordinator	Phyllis Darnell
Community Population	
Name of Activity Objective	Advertisement
Description	Ad placed in Broadcasting magazine week of May 6 with brief summary of graduates experience.
Outcomes	
Time Schedule Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	Mexico Area Vocational/Technical School 905 North Wade, Mexico, MO. 65265 314-581-5684
Director	Don H. Bristow
Placement Coordinator	E. G. Raney, Counselor
Community Population	12,000
Name of Activity Objective	Capsule Resume 1. To give prospective employers some brief information on program completers. 2. Placement of up coming graduates.
Description	Data sheet listing all up coming graduates by number and brief information sent to all prospective employers of that particular program. Prospective employer requesting complete data on 1-2 students and follow-up interview.
Outcomes	Matching graduate with job.
Time Schedule Approximate Cost	$1.00 per student

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LAKE AVS PO BOX 809 CAMDENTON MO 65020 314/346-4260
Director	LARRY LUTZ
Placement Coordinator	MIKE WINGATE
Community Population	
Name of Activity Objective	Blind Mail To increase awareness of placement office to employers
Description	Answer help wanted ads in newspaper with SWJP brochure. If no response a follow-up letter is sent if ad appears for another week.
Outcomes	Depends on number mailed and if placement coordinator asks how employer found out about service
Time Schedule Approximate Cost	February - May most effective ??

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LAKE AVS PO BOX 809 CAMDENTON MO 65020 314/346-4260
Director	LARRY LUTZ
Placement Coordinator	MIKE WINGATE
Community Population	
Name of Activity Objective	Cracker Jack Search To develop employment opportunities that may exist that are difficult to personally contact.
Description	Two phases: 1. include SWJP brochure in checks that school sends to vendors 2. use mailing list & yellow pages to target mail brochures about school & job placement
Outcomes	
[illegible] schedule Approximate Cost	February - May most effective varies with number contacted Phase 1 is free

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	DALLAS COUNTY AVTS LOUISBURG MO 65685 417/752-3492
Director	Jerry Kirksey
Placement Coordinator	Phyllis Darnell
Community Population	
Name of Activity Objective	News Coverage To improve placement rate by making employers and community aware of what the Vo-Tech school offers
Description	Contacted local newspapers and radio stations (KBFL-Buffalo; KJEL-Lebanon) concerning news coverage and/or PSA's (see attachment)
Outcomes	Buffalo Reflex has published an article on each of our ten programs during the school year as well as run several feature stories on events concerning the Vo-Tech students. KBFL is running PSA's on the Placement Program several times throughout the day (Mon-Sat). KJEL ran news coverage in form of live interview of placement director.
Time Schedule Approximate Cost	none

MIKE HUSMANN
General Manager

KBFL RADIO

STEREO 99.3 MHz
5,000 WATTS

PHONE
345-2412
345-2814

LOCUST AT MAIN

BUFFALO, MISSOURI 65622

Are you in the market for a young, energetic and enthusiastic addition to your staff? As of June 1, 1985, we will have 8 to 10 persons ready to begin work at stations like yours. They have all had two years of experience including approximately 200 hours of actual "on-air" work.

These young people have been trained at KBFL, which is owned and operated by the Dallas County R-1 School District. It's a fully operational 5,000 watt FM station, with a broadcast range of about forty miles. The two year course covers all the basic skills of broadcasting including the following.

> History of radio and television; News, weather and sports; Sales; Operation and care of equipment; Basic electronics, television and ham radio; F.C.C. rules and regulations; How to solve problems on and off the air; Traffic; And production, promotion and writing.

All of these graduates are dependable and trustworthy and have worked shifts when they were left unsupervised during evenings and weekends.

KBFL is an AP affiliate and our students are familiar with joining the AP Radio Network. They have worked with KBFL's varied format of Country, Rock and Easy Listening music. All have experience writing and producing PSAs, Promos and News features and maintaining a file of all news and continuity.

We urge you to call and let us know what you are specifically looking for or need in an employee, then we can recommend someone tailored to your vacancy. We can furnish you a resume photo and an audition tape or video. We'll work with you to find just the right person for your staff.

Sincerely,

Mike Husmann

Mike Husmann
General Manager
(417) 345-2412

COPY of Letter to Radio stations in MO.

Educators/Students Speak
to Employers

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MOBERLY AREA JUNIOR COLLEGE COLLEGE & ROLLINS STREETS MOBERLY MO 65270 816/263-4110
Director	JAMES MUSICK
Placement Coordinator	JANE K ORTON
Community Population	13,400
Name of Activity	Podium Presentations
Objective	Promotion of public relations.
Description	Speakers bureau established which draws upon faculty, administration, and classified staff members for its volunteer speakers. Approximately twenty-five speaking topics are covered and presented to community and area groups in a brochure.
Outcomes	Increased exposure to Moberly Area Junior College's dedication to community and area activities creates a heightened awareness of and demand for MAJC graduates as employees.
Time Schedule	Ongoing
Approximate Cost	Cost of brochures, postage, and distribution.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LONGVIEW COMMUNITY COLLEGE 500 Longview Road Lee's Summit, MO 64063 816/763-7777
Director	Dr. Jerome Ommen
Placement Coordinator	Joseph B. Smith
Community Population	South East Kansas City Area Chamber of Commerce
Name of Activity	South East Kansas City Area Chamber of Commerce Luncheon Meeting
Objective	To share with Southeast Kansas City area employers attending the meeting the Occupational/Vocational programs Longview Community College has to offer. students.
Description	The slide presentation was presented with material pertaining to the Occupational/Vocational programs available at Longview. This material was presented on an overhead projector along with handouts. The lunch meeting took place on the Longview Campus and specifically in the college cafeteria dining room.
Outcomes	Awareness of available employees for the employers in attendance as it may pertain to job needs. In addition information was distributed about the employment needs of graduates expecting to complete their program of study at the end of the current semester.
Time Schedule	Shared information with Chamber Manager and planned one month in advance.
Approximate Cost	Dutch lunch no cost to the College.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LONGVIEW COMMUNITY COLLEGE 500 Longview Road Lee's Summit, MO 64063 816/763-7777
Director	Dr. Jerome Ommen
Placement Coordinator	Joseph B. Smith
Community Population	Lee's Summit Civic Club
Name of Activity	Attend the monthly meeting as guest speaker
Objective	To raise the level of awareness concerning Longview's Occupational/Vocational programs. To share the procedure in making jobs available for students. Encourage Lee's Summit employers and attendants at the meeting to list their job vacancies through our Longview Job Office.
Description	Share with the members present information concerning the Job Placement Office also our new Project Hire computerized job bank system. As well as share the types of programs that we offer for a Applied Science Degree which leads directly into the world of work.
Outcomes	To hopefully get more jobs from Lee's Summit business and also to raise the level of awareness about what Longview Community College can do to enhance area employers employment needs.
Schedule Approximate Cost	Coordinate with the City Club President one month in advance and agree to be a guest speaker at following monthly meeting. NO COST TO THE COLLEGE

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CLINTON AVTS FIFTH & WILSON STREETS CLINTON MO 64735 816/885-6101
Director	JIM LINDSAY
Placement Coordinator	JACK DANNELS
Community Population	Clinton and Surrounding Communities 15,000 - 20,000
Name of Activity	Speaking to Optimists
Objective	Make members more familiar with the Vocational School and the programs we have.
Description	I spoke to the group about the objectives of the school. I told them about the programs we have and the youth organizations that are associated with the program areas. I described some of the projects and activities the various programs complete each year. I also explained my position at the school.
Outcomes	Exmployers gained an increased awareness of our students as potential employees.
Time Schedule	Conducted at the regular weekly business meeting.
Approximate Cost	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	South Central AVTS Olden Street at Davidson West Plains MO 65775 417/256-6152
DIRECTOR	Carlene Williams
PLACEMENT COORDINATOR	
COMMUNITY POPULATION	7,500
NAME OF ACTIVITY	
OBJECTIVE	To inform prospective employers that students do enroll and succeed in non-traditional programs.
DESCRIPTION	Females enrolled in electronics, auto mechanics, drafting and males enrolled in data processing and health occupations presented a program to different service clubs in West Plains. Students told why they selected the program, how they were accepted by other members of the class and the way members of their family viewed their vocational choices.
OUTCOMES	The program was entertaining, well received and gave a different insight into vocational education.
TIME SCHEDULE	
APPROXIMATE COST	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	South Central AVTS Olden Street at Davidson West Plains MO 65775 417/256-6152
DIRECTOR	Carlene Williams
PLACEMENT COORDINATOR	
COMMUNITY POPULATION	7,500
NAME OF ACTIVITY	
OBJECTIVE	Inform public of High Tech training available at SCAVTS. This activity coincides with Gov. Ashcroft's declaration of October as High Tech month.
DESCRIPTION	Series of articles to be run weekly in the local newspaper during the month of October. First week: Electronics Second week: Technical Drafting-CAD Third week: Administrative Office/Word Processing Fourth week: Customized Training for Industry In each article instructor, students and employers are interviewed.
OUTCOMES	Increase our enrollment in the high tech field and our service to industry.
TIME SCHEDULE	
APPROXIMATE COST	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MONETT AVTS 710 NINTH ST MONETT MO 65708 417/235-6337
Director	James Orr
Placement Coordinator	Richard Heim
Community Population	7000
Name of Activity	Mass mailed to area business/industry
Objective	To make area business and industry aware of the AVTS, it's programs, it's ancillary services, especially Job Placement for senior/completers
Description	Using the mailing list submitted to statewide Job Placement for the B & I newsletter, Monett AVTS, Placement mailed a personal letter and placement borchure to each B & I on the list
Outcomes	Many phone calls from B & I mailing Several job orders Three placements Also much general awareness and great PR for AVTS and Placement
Time Schedule	1st of May - Must mail - To get rsponse before we lose student
Approximate Cost	$50.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CARROLLTON AVTS EAST 10th ST CARROLLTON MO 64633 816/542-0000
Director	JOE DANIELS
Placement Coordinator	LINDA LANE
Community Population	30 to 50 people
Name of Activity Objective	Guest speaker for Chamber of Commerce. Show area business persons skills graduates possess.
Description	Work with all area community Chamber of Commerce program director to provide program and push job development.
Outcomes	Very informal and more awareness activities resulted from presentation.
Time Schedule	10 hours
Approximate Cost	Mileage - $150

Placement Day/Seminars

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Pike & Lincoln Technical Center Rt 1A Box 38 Eolia MO 63344 314/485-2900
DIRECTOR	Terry Eivins
PLACEMENT COORDINATOR	
COMMUNITY POPULATION	400
NAME OF ACTIVITY	ALL SCHOOL INTERVIEW DAY
OBJECTIVE	To provide realistic interview situation for exiting students To provide employers an opportunity to view trained employee candidates
DESCRIPTION	Employers from three-county area were specifically invited to participate in all-school interview day as interviewers. Each student had previously completed preemployment training and had completed resume and application for the interviewers' review and evaluation. Each student participated in a 10-minute interview. A written evaluation was completed by each interviewer to assist the student in improving their interviewing skills.
OUTCOMES	Some interviewers came with actual jobs looking for entry level skills candidates. Some interviewers have called with potential jobs as a result of their contacts that day. Some employers asked to keep some resumes.
TIME SCHEDULE	Much preparation & organization in advance; one day of interviews
APPROXIMATE COST	Lunch for interviewers and staff $75.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Lamar AVTS 710 Ninth St Monett, MO 65708 417/235-6337
DIRECTOR	John Lasley
PLACEMENT COORDINATOR	Chuck Stansberry
COMMUNITY POPULATION	4,000
NAME OF ACTIVITY	Speakers Come to Schools
OBJECTIVE	Aid students to become more knowledgeable of industry requirements.
DESCRIPTION	Each year we have personnel managers from various companies come and speak to groups of students about what they require of their employees. They speak about the importance of training while at the vocational school and how it will help them obtain jobs.
OUTCOMES	We have placed many students through this process.
SCHEDULE	Varying times.
APPROXIMATE COST	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NICHOLS CAREER CENTER 609 UNION STREET JEFFERSON CITY MO 65101 314/636-7171
Director	Robert Goser
Placement Coordinator	Bud Rogers
Community Population	Jefferson City and area
Name of Activity Objective	"Job Fair" To have employers come into the various training areas that they hire personnel from.
Description	For example, Secretarial Practice and Vocational Office Practice. Invite employers who could utilize their services both to the morning and afternoon sessions. Serve refreshments, demonstrate equipment and allow students to meet employers.
Outcomes	We did this with JTPA people trained in Secretarial and approximately 95% were hired as a result of it.
Schedule Estimate Cost	The last month of school $20.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Lewis & Clark Technical School 2400 Zumbehl Rd St. Charles MO 63301 314/723-4829
DIRECTOR	Dr. Kenneth Cobb
PLACEMENT COORDINATOR	Russ Brinkmann
COMMUNITY POPULATION	
NAME OF ACTIVITY	School Industry Awareness Day
OBJECTIVE	To increase the awareness of local businesses in regard to the training programs and program graduates of Lewis & Clark Technical School.
DESCRIPTION	Business mailing labels are obtained from Statewide Job Placement Service for specified zip codes. Using word processing equipment letters for each program are printed specifying the skill areas and equipment students have been trained in.
OUTCOMES	Actual on-site visits from business have been few; however, we have been contacted by mail and received several personnel directors' listings from this activity.
TIME SCHEDULE	Mail out invitations in March inviting them to visit in mid-April.
APPROXIMATE COST	Postage & paper - $150.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Three Rivers Community College Three Rivers Blvd Poplar Bluff MO 63901 314/686-4101
DIRECTOR	Dr. Thomas R. Burke
PLACEMENT COORDINATOR	Eleanor Jacks
COMMUNITY POPULATION	18,000 plus surrounding vicinity
NAME OF ACTIVITY	Career Fair
OBJECTIVE	To make it possible for students to talk on an individual basis with persons in the career area of their choice. To expand students' awareness of job opportunities, job markets, job conditions, and training programs available. To expose students to the changing job roles for men and women. To aid students in making appropriate course selections for their career choices. To promote better community relations.
DESCRIPTION	Resource persons representing over 100 careers were invited to the school to answer questions and supply information to students. A variety of presentations and demonstrations were chosen by the career representatives who were set up at booths and tables in the school library and adjacent lobby area. Students from TRCC, surrounding high schools and area vocational-technical schools attended the fair.
OUTCOMES	An increase in students requesting career information & counseling in course selection & decisions related to careers. Positive feedback from career representatives relative to their appreciation of a deeper understanding & feeling for our youth & the realm of education. Increase teacher awareness for career education & requests of career informational materials & resource people for their classes. Appreciation from students for having the fair. High school students are better acquainted with the campus and college personalities.

TIME SCHEDULE	At least six weeks lead time for preparation. Average student visitation was one hour each.
APPROXIMATE COST	$25-$50 for postage, programs with floor plan maps and certificates of appreciation for career representatives.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	TRI COUNTY TECHNICAL SCHOOL SECOND & PINE STREETS ELDON MO 65026 314/392-3371
Director	John Murphy
Placement Coordinator	Charles McDonald
Community Population	12,000
Name of Activity Objective	Career Awareness Week relations with local high school awareness of what is happening at Tri-County Tech
Description	14 programs, 3 daily set up booths in local school Three programs would take things from their department and show & tell; displays in lobbies, banners, newspaper coverage, radio coverage; invited outsiders; sent a number of students sometimes entire class and instructors. Also had graduates come by and visit with students.
Outcomes	High School teachers and students learned about vocational education and what is being taught here. They became very enthusiastic. It increased recruitment and visibility and respect for vo-tech school. Job Openings
Time Schedule Approximate Cost	Start preparing one month early planning with teachers, making displays etc. . . virtually nothing

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CASS COUNTY AREA VOCATIONAL TECHNICAL SCHOOL 1600 EAST ELM HARRISONVILLE MO 64701 816/884-3253
Director	Chester Badger
Placement Coordinator	Pat Matthews
Community Population	50,000 Harrisonville & Cass County
Name of Activity Objective	Placement Day To get prospective employers, military, trade schools in the school for a day.
Description	We mail about 450 invitations to businesses, military, and college reps, inviting them to our Placement Day. Students suggest the businesses or college they want to talk with and we try to get them to come. As the business reps, etc., come, they are assigned a table in a large room where they can sit and interview students. The students are released from class in groups and have as much time as they want to talk to a business, college or recruiter rep. It is all friendly, informal, and gives kids a chance to talk with businesses in a relaxed way.
Outcomes	Students get jobs this day and we get continued publicity from the letters and visits. Businesses continue to call and to hire kids even if they didn't on Placement Day. It also brought many employers into the building to see our programs.
Schedule Approximate Cost	Spring The cost of the invitations and mailing.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	Mexico Area Vocational/Technical School 905 North Wade, Mexico, MO. 65265 314-581-5684
Director	Don H. Bristow
Placement Coordinator	E. G. Raney, Counselor
Community Population	12,000
Name of Activity Objective	Mock Interviews: For student to go through a job interview with a non-school person.
Description	Have members on our Advisory Committees or their representative to come to school and conduct an interview. Each interviewer is given an office and a receptionist. The student makes application and provides the interviewer with his/her resume.
Outcomes	1. Students interview with stranger. 2. Students get feed back on strengths and weakness. 3. Teachers get feed back on deficiencies and strengths as a group. 4. Employers meet face to face with prospective employees.
Time Schedule Approximate Cost	January Lunch for Interviewers

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PENN VALLEY COMMUNITY COLLEGE 3201 SW TRAFFICWAY KANSAS CITY MO 64111 816/932-7632
Director	Malcolm Wilson
Placement Coordinator	Maureen Kennedy
Community Population	KC Metro Area
Name of Activity Objective	Junior-Senior Day Job Fair Summer jobs for PVCC students
Description	Invited only five employers Set up booths and provide interviewing opportunity for students
Outcomes	Good exposure for employers Good experience for students Summer and other jobs for students I only invited five to keep it manageable and have found that other employers very interested in participating.
Time Schedule Approximate Cost	Cost of publicity on campus (maybe $10)

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NORTHWEST MISSOURI AVTS 1515 SOUTH MUNN MARYVILLE MO 64468 816/562-3022
Director	Paul Coffman
Placement Coordinator	Tom Stephens
Community Population	10,000
Name of Activity Objective	Mock interviews Utilization of the welding program advisory committee to help students develop interview techniques and skills
Description	Make appointments for interviews (LMP Steel) Drove students to the interviews
Outcomes	Some students were hired
Time Schedule	Last two weeks of April during class
Approximate Cost	Very minimal - transportation

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NS HILLYARD TECH SCHOOL 36 th & FARAON ST JOSEPH MO 64506 816/232-5459
Director	Jim Cornett
Placement Coordinator	Bill Cordonier
Community Population	100,000±
Name of Activity Objective	Job Interview Determine employees for Swift Independent Packing (formerly Armour & Co)
Description	Meeting room at tech school used for interviewing applicants on second screening by employment
Outcomes	Several past graduates hired
Time Schedule Approximate Cost	Five days None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Maple Woods Community College 2601 NE Barry Rd Kansas City MO 64156 816/436-6500
DIRECTOR	Virginia P. Baker
PLACEMENT COORDINATOR	Ernestine Miller
COMMUNITY POPULATION	Maple Woods Students/Local Businesses & Industries
NAME OF ACTIVITY	Career Day Information Seminar
OBJECTIVE	Students learn about employment opportunities
DESCRIPTION	Held two day Career Information Seminar where students are given the opportunity to investigate employment possibilities with company representatives. Vocational areas which were covered included: Data Processing Electronics Management/Supervision Management/Marketing Secretarial Science Business Accounting
OUTCOMES	Over 70 students attended the Career Day exercise.
TIME SCHEDULE	Approximately eight clock hours.
APPROXIMATE COST	No cost to the Career Center.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CLINTON AVTS FIFTH & WILSON STREETS CLINTON MO 64735 816/885-6101
Director	JIM LINDSAY
Placement Coordinator	JACK DANNELS
Community Population	Clinton and Surrounding Communities 15,000 - 20,000
Name of Activity	How do you get a job? Job Seeking Skill Seminar.
Objective	To provide interested persons with an opportunity to gain valuable job seeking skills.
Description	We conducted a 1/2 day seminar at the Vocational School. Representatives from the University of Missouri, Job Service, the Vocational School and a panel of employers made presentations to the group. The resume, application form, interviewing, letters, and where to look were all discussed during the seminar. The employers pointed out specific things they look for when interviewing applicants.
Outcomes	Those present were very positive about the information they were given and exposed to during the seminar. They now know what they have to do to sell themselves as applicants for jobs. They were very positive about the experience.
Time Schedule	8:30 - 12:30 on a Friday morning
Approximate Cost	$50.00 for materials and refreshments

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Mineral Area College Flat River MO 63601 314/431-4593
DIRECTOR	A.C. Sullivan
PLACEMENT COORDINATOR	Penny Elrod
COMMUNITY POPULATION	
NAME OF ACTIVITY	Career Opportunity Day
OBJECTIVE	1. Acquaint students with careers and the training/ education necessary to enter. 2. Acquaint employers with MAC, its programs and students.
DESCRIPTION	Invitations are sent to local and metropolitan employers. They set up displays with information on companies. Employment representatives answer questions.
OUTCOMES	The number of employers and participating students has grown every year. Students have gotten jobs and job offers. The program receives media attention.
TIME SCHEDULE	Initial contact with employers is made in October. The day is held during the latter part of March. Confirmations are made in February.
APPROXIMATE COST	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MONETT AVTS 710 NINTH ST MONETT MO 65708 417/235-6337
Director	James Orr
Placement Coordinator	Jeanne Ann Camp
Community Population	Approx. 7000
Name of Activity Objective	Job Interview Day Interview experiences for seniors/completers of the 12 programs offered at the area vocational-technical school
Description	As a culmination to PEP week the AVTS invites around 20 area employers to participate in an Interview Day experience for our seniors and/or completers. It is mainly an experience day for interview techniques, however good contacts are made and very often jobs are obtained as a result of this day. Each year, as it is an annual project, we try to include a variety of employers who would hire completers out of each of our 12 vocational programs.
Outcomes	
Time Schedule Approximate Cost	one day 9:30 a.m.-11:30 a.m. 12:30 p.m.-2:00 p.m. donuts, coffee, juice, milk, etc. plus interview evaluation forms

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LACLEDE AVS BY PASS 64 LEBANON MO 65536 417/532-5494
Director	C. Lawson Nichols
Placement Coordinator	Jon Presley
Community Population	10,000
Name of Activity Objective	Job Day Educate employers to the vocational school classes and students.
Description	Placement specialist opened a day and scheduled this day for employers to come and speak to exiting vocational students about their company.
Outcomes	Employers learned about the trained students and the vocational school and several placements were secured .
Time Schedule Approximate Cost	1 day planning - 1 day conference $100

Internships

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MACON AVTS HIGHWAY 63 MACON MO 63552 816/385-3147
Director	WARD HARRINGTON
Placement Coordinator	REX NELSON
Community Population	5,000
Name of Activity Objective	Semester Placement of 2nd Year Vocational Students Students who have above a certain grade level and are seniors are allowed a semester to work in the vocational area or are allowed to begin actual job performance if self-employed.
Description	The second semester senior is allowed total release from Vocational School to perform in a business or firm that is directly related to the student's training area. The vocational instructor makes weekly contacts and attendance and job performance is evaluated by instructor and employer to establish grade.
Outcomes	These students can continue on into a full time job with this employer or can use this as the first reference with another employer to get another position. Any actual job experience is a real plus as opposed to only having classroom activities.
Time Schedule	Mid-January through mid-May
Approximate Cost	½ mileage for Vocational Instructor and some substitute teacher pay ($100)

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PENN VALLEY COMMUNITY COLLEGE 3201 SW TRAFFICWAY KANSAS CITY MO 64111 816/932-7632
Director	Malcolm Wilson
Placement Coordinator	Maureen Kennedy
Community Population	
Name of Activity Objective	Internship Development -increase internship opportunities in two departments ---retailing, fashion merchandising ---lodging and food service
Description	Worked with department faculty to determine needs of current students Contacted about 3-5 employers Establish rapport with those employers Set up interviews
Outcomes	Good rapport with specific employers who will hire our grads Students hired by employers
Time Schedule Approximate Cost	Cost of taking employers to lunch

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Lex La-Ray AVTS 2323 High School Dr Lexington MO 64067 816/259-2264
DIRECTOR	Charles Houseworth
PLACEMENT COORDINATOR	Shirley Boland
COMMUNITY POPULATION	Auto Mechanics Class - Lafayette & Ray Counties
NAME OF ACTIVITY	
OBJECTIVE	1. To increase job placement 2. To facilitate transfer of skills learned in the school to work settings in dealerships and mechanics shops
DESCRIPTION	Auto Mechanics instructor contacts businesses in Lafayette and Ray Counties to develop on the job training slots for the month of April
OUTCOMES	1. Full-time placement in dealership 2. Increased awareness of Auto Mechanics program 3. Employer-employee banquet
TIME SCHEDULE	Dec: meeting with eligible students & parents Mar: development of placement sites, Apr: onthejob training, May: banquet
APPROXIMATE COST	Transportation cost to develop jobs; banquet cost

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CHILLICOTHE AVTS 1200 FAIR ST CHILLICOTHE MO 64601 816/646-3414
Director	RODER NYBERG
Placement Coordinator	CHUCK SHOUSE
Community Population	Approximately 10,000
Name of Activity	On The Job Training
Objective	To place students out in industry prior to completing their training. To allow represenatives from industry to aid in assessing students progress and also to attempt to develop jobs where theoretically none existed before.
Description	High School students and adults enrolled in auto mechanics, auto body repair, industrial welding and first year adults in the farm and industrial equipment repair program are placed in garages, dealerships, body shops, welding shops and implement dearlerships of their choice for periods ranging from two weeks for high school seniors to four weeks for adults. Students normally spend periods of time equivelant to that of their training program at school each day. Students receive no pay and vocational instructor makes weekly visits to job site. At conclusion of program supervisor submits a progress report to school.
Outcomes	Placing of students out in industry has resulted in a number of job offers each year.
Time Schedule	2-4 weeks during spring. Farm & Industrial students spend last 4 weeks of school year on OJT.
Approximate Cost	Approximately $500.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MACON AVTS HIGHWAY 63 MACON MO 63552 816/385-3147
Director	WARD HARRINGTON
Placement Coordinator	REX NELSON
Community Population	5000
Name of Activity Objective	Release time for Job Performance Student will become acquainted with the actual work setting, perform assigned tasks, and be aware of variety of experiences in the actual work setting
Description	Students are released for a period of six weeks to actually go on the job in cooperating businesses. Curing this time they are treated just like a regular employee and are allowed to become a total part of the scene at their job location.
Outcomes	The outcome ends up with many of these students being permanently hired by the business where they did their internship or the program being discussed among employers that they contact the school for qualified students just like the ones that have worked for them.
Time Schedule Approximate Cost	Late February, March, early April none to the school other than transportation of students to job sites

School Name Address Phone	NORTHWEST MISSOURI AVTS 1515 SOUTH MUNN MARYVILLE MO 64468 816/562-3022
Director	Paul Coffman
Placement Coordinator	Tom Stephens
Community Population	10,000
Name of Activity Objective	Health Occupations Rotations Five students clinical experience
Description	Rotate students through departments at St. Francis Hospital and other health care facilities
Outcomes	Many students are hired
Time Schedule Approximate Cost	Second semester, 3 days per week Transportation

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	EXCELSIOR SPRINGS AVTS PO BOX 248 EXCELSIOR SPRINGS MO 64024 816/637-6097
Director	ROY SMITH
Placement Coordinator	HARRY YOUNG
Community Population	
Name of Activity Objective	1. Student internship program - 2nd year students permitted to work on job related to training during 4th quarter. Many remain on this job full time. 2. Use of advisory committees & adult education classes to generate many job openings.
Description	
Outcomes	
Time Schedule Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	Arcadia Valley AVS 650 Park Drive Ironton MO 63650 314/546-3907
DIRECTOR	Bill Sheehy
PLACEMENT COORDINATOR	Virgil Crank
COMMUNITY POPULATION	
NAME OF ACTIVITY	Internship
OBJECTIVE	Nurse aide training and med tech training for local nursing homes.
DESCRIPTION	Students go into these centers to work and observe. The students get to know the nursing home and the home administrators get to know the students. This establishes confidence between the two.
OUTCOMES	Over a period of years, the homes have developed a belief in our program and they expect to hire our people.
TIME SCHEDULE	During school year
APPROXIMATE COST	Transportation

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	New Madrid County Vo-Tech Center PO Box 56 New Madrid, MO 63869 314/688-2161
DIRECTOR	Bill Glaus
PLACEMENT COORDINATOR	Floyd Shaw
COMMUNITY POPULATION	
NAME OF ACTIVITY	Trade & Industrial Internship Program
OBJECTIVE	
DESCRIPTION	Students in class the first semester. The second semester they may work on a job four days and come to class one day weekly. Students and instructors look for jobs. Instructors have to take the course, "Problems of Coordinator" to be involved in this. Instructor, placement coordinator and director must approve. Evaluation form is used.
OUTCOMES	Students often remain in internship jobs. Application form, evaluation, progress report verification and agreement are available from the school.
TIME SCHEDULE	Instructor and students look for jobs during first semester. Internship occurs during last semester of senior year.
APPROXIMATE COST	$275 - travel $108 - postage $383

Field Trips

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	BOONSLICK AVTS ASHLEY ROAD BOONVILLE MO 65233 816/882-5306
Director	DWIGHT JONES
Placement Coordinator	SYLVIA REMINGTON
Community Population	7,000
Name of Activity	Field Trips
Objective	To familiarize students with the equipment and work situation in industry and/or business related to their Vo-Tech program. To update staff knowledge of related work settings. To give potential employers the opportunity to see our students and remind them of our availability as a work force pool. To advertise our school.
Description	Teachers decided on an employer or employers they wanted to visit and trips were arranged.
Outcomes	Objectives met.
Time Schedule Approximate Cost	Varies with the class. Ranged from 2-hour visits to all day excursions--varied with the class. Average of $1 per mile (gas, bus driver, etc.)

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	KENNETT AVTS 1400 WEST WASHINGTON KENNETT MO 63857 314/888-9067
Director	Ralph Hemann
Placement Coordinator	Same
Community Population	10,000
Name of Activity Objective	Annual Tour by Electronics class of Kennett Cablevision and Kennett City Light and Water Purpose of these planned tours is to make students aware of the job opportunities and the necessary preparation to be considered as a bonafide employee candidate.
Description	Each year the Kennett Cablevision Co. and Kennett City Light and Water extend the invitation for the Electronics class to visit and tour their facilities. Opportunities are available for exchange of thoughts by students and company representatives. Because there are past graduates from the school employed by both businesses the tour takes on more relevancy than normal.
Outcomes	It is found through discussions with class members that they are able to present a clearer picture of expectations for those persons employed at the above businesses. For those students seeking employment at either place, the motivation to meet the requirements for work are greatly reinforced.
Time Schedule	Two Hours
Approximate Cost	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	STATE FAIR COMMUNITY COLLEGE 1900 CLARENDON RD SEDALIA MO 65301 816/826-7100
Director	JOYCE FIELDING
Placement Coordinator	KATHY DARRAH
Community Population	20,000
Name of Activity	Industry Tour (Gardner-Denver)
Objective	To meet personnel officers, submit resumes, learn more about company in order to improve chances of employment with company.
Description	Welding, Machine Tool, and Auto Tech. students accompanied by Trade and Industry instructor and Placement Director, toured Gardner-Denver-Cooper Industries.
Outcomes	Students will be considered for employment when jobs are available.
Time Schedule	Approximately 3 days to coordinate all involved.
Approximate Cost	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CHILLICOTHE AVTS 1200 FAIR ST CHILLICOTHE MO 64601 816/646-3414
Director	RODER NYBERG
Placement Coordinator	CHUCK SHOUSE
Community Population	Approximately 10,000
Name of Activity	Field Trip to visit industry.
Objective	To give students an opportunity to view first hand industries which hire people in student's career field, and to make industry contacts to acquaint them with training being provided by the area school.
Description	Instructors plan field trips to selected businesses and industries primarily in the Kansas City area. When possible, instructor has someone from personnel to talk with students regarding employment outlook, hiring practices, etc.
Outcomes	Field trips have led to job offers later on. This has been most successful in the electronics area.
Time Schedule	Field trips are usually held during winter or early spring of each year.
Approximate Cost	Approximately $700.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	BROOKFIELD AVTS 216 LINN ST BROOKFIELD MO 64628 816/258-2682
Director	JERALD MUNDELL
Placement Coordinator	DUANE NEELEY
Community Population	5,555
Name of Activity Objective	Building Trades field trip to metal fabricating plant being built. Students learn different types of construction. They see work in progress.
Description	Instructors took Building Trades students to the site of a plant being built locally. They visited once or twice a week and learn about industrial construction, structural steel, large sections of concrete being poured, power trowels, etc. They were introduced to plant foreman, managers and construction people.
Outcomes	Job development Realistic work experience Visibility of vo-tech students
Time Schedule	About 6 weeks
Approximate Cost	Minimal - bus transportation for two miles

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NEVADA AVTS 900 W ASHLAND 417/667-3014
Director	JERRY L. WHITSON
Placement Coordinator	SHIRLEY RAINEY
Community Population	9,500
Name of Activity Objective	Assist students with full-time or part-time employment through personal contacts with employers.
Description	Set up appointments with industry representatives - for tour and opportunity to visit with different department heads. Also brought along current resumes of students for their review.
Outcomes	Jobs secured - part time and full time Interest in SWE (Supervised Work Experience) Program promoted Increased SWE & internship enrollment
Time Schedule Approximate Cost	Allowed 1 full day for large industry such as Western Insurance, Ft. Scott, KS and if I went out of town, gas mileage cost only

Preemployment Preparation

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PLATTE COUNTY AVTS PO BOX 387 PLATTE CITY MO 64079 816/431-5505
Director	John Bradford
Placement Coordinator	Mark Burns
Community Population	KC Metropolitan Area
Name of Activity Objective	Pre-employment Training - Mock Interviews 1. To provide our students opportunity to gain interviewing experience 2. To involve 70-75 potential employers in visiting our school. To make them aware of our training programs and to provide them the opportunity to become aware of caliber of our students.
Description	On the 5th (final day) of our pre-employment training we schedule each of our students for a 15-minute mock interview conducted by persons who hire for business & industry. We call the interviewer 2-3 weeks in advance of our need. The number of favorable responses has enabled us to achieve our objectives.
Outcomes	A few students have been offered jobs at the conclusion of the mock interview. Employers have called in job orders later as their need arose.
Time Schedule Approximate Cost	We consume a full instructional day with this activity. No extra cost

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PLATTE COUNTY AVTS PO BOX 387 PLATTE CITY MO 64079 816/431-5505
Director	John Bradford
Placement Coordinator	Mark Burns
Community Population	Platte Co. 30,000 plus KC Metro.
Name of Activity Objective	Student Orientation to enhance student success to provide release time (2 days) for each instructor during first 7 days of new school year instructors are required to spend the two days calling on business & industry to: 1. establish identity 2. discover new technology 3. recruit advisory committee 4. develop jobs
Description	Administrative and support staff provide a program of testing and orientation during the first 7 days. This is scheduled on a rotation which allows each instructor 2 days of release time from teaching activity for the express purpose of making door to door calls.
Outcomes	In spite of some initial reluctance, many valuable contacts have been made. These contacts have resulted in the development of numerous jobs.
Time Schedule Approximate Cost	7 days $300-$500 for motivational speakers and films Mileage

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	ARCADIA VALLEY AVS 650 PARK DRIVE IRONTON MO 63650 314/546-3907
Director	Bill Sheehy
Placement Coordinator	
Community Population	approximately 3,500 NOTE: Students live as far as 100 miles apart.
Name of Activity Objective	Meaningful employment correspondence Give meaning to preemployment preparation classes and locate jobs
Description	In preemployment preparation classes students locate a real live ad from a real live employer who has a real live job. They then write a letter of application, including the resume developed in class. The school provides postage and these letters are mailed to the actual employers. The students strive to do the assignment well because it is for real.
Outcomes	Students often get jobs. They practice employment correspondence and make contact with employers that might not be reached in any other way.
Time Schedule Approximate Cost	Two months in Spring School pays postage, maximum $20.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	NORTH CENTRAL AVS PO BOX 445 BETHANY MO 64424 816/425-2201
Director	Don Ward
Placement Coordinator	Ed Wooderson
Community Population	3,000
Name of Activity Objective	Preemployment preparation Mock Interviews
Description	Local employers came into the school during pre-employment preparation week to give mock interviews to students.
Outcomes	We think it put the local employers in contact with potential employees, and consequently the employers became aware of the potential of these young graduates. I believe this is a reason our school is getting more calls about local jobs.
Time Schedule Approximate Cost	120 minutes per day for 1 week in March $150.00.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	REEDS SPRING AVTS PO BOX 185 HWY 13 REEDS SPRING MO 65737 417/272-3410
DIRECTOR	Blaine Shupe
PLACEMENT COORDINATOR	Tom Keohan
COMMUNITY POPULATION	10,000
NAME OF ACTIVITY	Preemployment preparation
OBJECTIVE	Develop an awareness of proper form usage, completion of applications, effective interviewing, and follow-up letters.
DESCRIPTION	Working with individual classes, placement coordinator meets with students while instructor is free to visit with job search and visit with their advisory committees. The placement coordinator will utilize materials, film strips, slides, handouts, and a lecture delivery for each of the above areas of preemployment preparation. Usage of VCR is for student and teacher review after the mock interview for a critical analysis.
OUTCOMES	Works well to get instructors interested in placement as well as the placement coordinator has the attention of students in his classroom.
TIME SCHEDULE	One hour per day per week per class
APPROXIMATE COST	$200

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	TRENTON JUNIOR COLLEGE PO BOX 111 TRENTON MO 64683 816/359-3948
Director	DANIEL ALLEY
Placement Coordinator	LOMA HOBBS
Community Population	7500
Name of Activity Objective	Pre-employment Seminar arranged mock interviews As part of training and preparation for job search (rating returned to instructor)
Description	Instructor arranges for students to go to personnel offices and directors for mock interviews in actual occupational setting.
Outcomes	Good response from both employers and students, some are called back for second interview and hired, and some are referred to other employers.
Time Schedule Approximate Cost	2 to 3 weeks $100

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LAMAR AVTS PO BOX 540 LAMAR MO 64759 417/682-3384
Director	John B. Lasley
Placement Coordinator	Charles Stansberry
Community Population	Approx. 4000
Name of Activity Objective	Letters and Resume Skills To require students to submit letter of application and resume to counselor's office
Description	We require before graduation, that each senior submit a letter of application and resume to the counselor's office to be filed for possible use at a later date. This way we know that the student actually did do these things. It is required.
Outcomes	Outcomes are good because many students use these right after graduation and many more come back later to get a copy of their resume.
Time Schedule Approximate Cost	Done by April 1 none

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	LAMAR AVTS PO BOX 540 LAMAR MO 64759 417/682-3384
Director	John B. Lasley
Placement Coordinator	Charles Stansberry
Community Population	Approx. 4000
Name of Activity Objective	Interviews held for seniors Building confidence in themselves regarding job interviews
Description	As part of our pre-employment training, we have business people come in on an individual basis and interview seniors in each area. The scheduling is done by the teacher and supervised by each teacher.
Outcomes	Seniors gain experience in interviewing which hopefully will give them confidence for real interview situations.
Time Schedule Approximate Cost	several days none

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	MOUNTAIN GROVE AVTS PO BOX 806 MOUNTAIN GROVE MO 65711 417/926-3116
Director	Everett Mitchell
Placement Coordinator	Lonnie Krider
Community Population	4000 plus
Name of Activity Objective	Pre-Employment
Description	I feel that the ability to sell oneself is of the utmost importance. Therefore we spend considerable time in our PEP unit. However, one technique that stands out is to encourage students to sell themselves by exhibiting a willingness to provide a free service to the employer. (A willingness to put themselves on trial) To actually exhibit themselves on the job. We have developed an attitude checklist and discover this individually and in the group setting.
Outcomes	I recall one student returning and telling the success of this action. Example: "I'll work for you this day without charge to prove my ability."
Time Schedule Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	GRAFF AVTS 815 N SHERMAN SPRINGFIELD MO 65802 417/831-0094
DIRECTOR	Dr. Jim Shoemaker
PLACEMENT COORDINATOR	Sue Lawson
COMMUNITY POPULATION	120,000
NAME OF ACTIVITY	Employer Guest Speakers Preemployment Preparation (Required for all Juniors and Seniors)
OBJECTIVE	Juniors and Seniors in each class will understand employer expectations* in the area for which they are training. *Where to apply How to apply Tangible qualities Attitudes Work Habits
DESCRIPTION	Two classes (Juniors and Seniors) meet per session for the month of March. Each session has manager, owner or personnel manager discuss that area of training and what the student can expect in that field. 24 classes (approximately 40 students per session). Sessions held in special meeting room decorated in job tips with available literature in their field of training.
OUTCOMES	Students become aware of business personnel and large and small companies in the community of Springfield and area. They have the opportunity to visit with employer after session. Jobs are developed as a result.
TIME SCHEDULE	One month
APPROXIMATE COST	$75.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	NORTH CENTRAL AVS PO BOX 445 BETHANY MO 64424 816/425-2201
DIRECTOR	DON WARD
PLACEMENT COORDINATOR	ED WOODERSON
COMMUNITY POPULATION	3,400
NAME OF ACTIVITY	PREEMPLOYMENT PREPARATION
OBJECTIVE	To teach vocational students proficiency in filling out applications for employment, preparing job resumes and preparing for the job interview.
DESCRIPTION	We teach a preemployment seminar for one week an hour and thirty minutes per day. Student must prepare an error-free resume and turn it in to be kept in his/her file.
OUTCOMES	We believe it better prepares the student for his/her job search. More students get hired because of successful job interviews.
TIME SCHEDULE	One week, middle March, one hour and thirty minutes each block.
APPROXIMATE COST	$75.00

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	PIONEER COMMUNITY COLLEGE 1710 THE PASEO KANSAS CITY MO 64108 816/474-7979
Director	Dr. Mary Long
Placement Coordinator	Gloria Bauman
Community Population	Metropolitan KC area approx. 1,500,000
Name of Activity Objective	Pre Employment Training/Job Development To provide preemployment training for students conducted by Business representative of the Job Placement Advisory Committee; allowing students to receive .5 credit hrs. thus resulting in students having priority to jobs within companies present.
Description	1. Preemployment Training 2. Advisory Committee involvement 3. Job Applications being completed 4. Employers having on-site interviews and contact with students 5. Continuation of job openings being sent to the placement office
Outcomes	Students receive jobs. Example, one company hiring five students; the same company created two jobs for students. Total of seven placements.
Time Schedule Approximate Cost	

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CASS COUNTY AREA VOCATIONAL TECHNICAL SCHOOL 1600 EAST ELM HARRISONVILLE MO 64701 816/884-3253
Director	Chester Badger
Placement Coordinator	Pat Matthews
Community Population	50,000 Harrisonville & Cass County
Name of Activity Objective	Preemployment Workshop
Description	We have a three-day workshop for all students. I go into the classroom and work with them. We discuss my job, how I can help them, how to contact me, etc. as an introduction. Then they talk about their experiences job hunting. We see filmstrips about all facets of job hunting, they learn to fill out applications, resumes, write letters, and skills necessary to go through the interview. The third day, we have business people come in and interview them. We try to make it as realistic as possible, and we videotape the interview. They then watch it and see where they might improve.
Outcomes	Many students are hired as a result of having these interview sessions. If the business person sees a good student, they remember and call back to talk with them.
Time Schedule Approximate Cost	Three days Only the cost of materials used.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	CAPE GIRARDEAU AVTS 301 N CLARK AVE CAPE GIRARDEAU MO 63701 314/335-1419
Director	Gary Gilbert
Placement Coordinator	Ralph Ford
Community Population	45,000 ?
Name of Activity Objective	Job Resumes To place a copy of the resumes of all graduating students at Job Service and five copies of the student's own resume to that student.
Description	Each student fills out a resume which is then typed in our office. One copy is placed in the student's records; the student receives five copies; and we use three copies making a complete schoolwide resume book. One copy of the resume book is sent to Job Service. Two copies are kept in our office.
Outcomes	Job Service uses this book to fill job orders. Students use their five copies for job contacts. When a student is employed we have a stamp marked "employed" which we stamp in the book.
Time Schedule Approximate Cost	In April of each year Approx. $75 - $100

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

School Name Address Phone	KENNETT AVTS 1400 WEST WASHINGTON KENNETT MO 63857 314/888-9067
Director	Ralph Hemann
Placement Coordinator	Same
Community Population	10,000
Name of Activity Objective	Career Planning Workshop Presented by the Missouri National Guard, this activity works directly with seniors to help plan careers. Upon completion, participants will have been given specific information and hands on activities to aid in the search for employment in their chosen fields.
Description	This workshop is presented free by the Missouri National Guard. It is not the purpose of the guard to use this opportunity for recruiting but rather as a valuable service to graduating seniors.
Outcomes	Upon completion, each student will have successfully completed a job application, an up-to-date resume, and be better aware of the techniques and skills needed for positive impressions when interviewing. Each student is familiarized with terminology commonly used regarding job seeking.
Time Schedule	Three Hours (Small groups)
Approximate Cost	None

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	MOUNTAIN GROVE AVTS PO BOX 806 MOUNTAIN GROVE MO 65711 417/926-3116
DIRECTOR	Everett Mitchell
PLACEMENT COORDINATOR	Lonnie L. Krider
COMMUNITY POPULATION	4,000
NAME OF ACTIVITY	Teachers Contact Employers
OBJECTIVE	Develop Jobs
DESCRIPTION	I feel the most successful job development activity which has resulted in placement has been through the efforts of the teaching staff. 1. Teachers are given time to make contacts with employers during the Fall of each year. This is usually for two days. 2. Additionally, teachers may use some of their preparation time for such development. 3. Teachers are also required to have departmental advisory committees (made up of employers and persons from the field of work) who have been most helpful as job development contacts. 4. Teachers are in a position to know the strengths and weaknesses of their students and really seek to get jobs for these students who display positive attitudes and work skills. It seems to make them feel more positive about their program. 5. Employers appreciate the direct teacher contacts and recommendations.
OUTCOMES	Students are placed
TIME SCHEDULE	Throughout year
APPROXIMATE COST	Transportation

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	MOUNTAIN GROVE AVTS PO BOX 806 MOUNTAIN GROVE MO 65711 417/926-3116
DIRECTOR	Everett Mitchell
PLACEMENT COORDINATOR	Lonnie L. Krider
COMMUNITY POPULATION	4,000
NAME OF ACTIVITY	Indirect Activity of Preemployment Preparation
OBJECTIVE	Job Development
DESCRIPTION	This activity starts early and persists throughout student enrollment in the vo-tech school. I also link this activity with the overall attitude development process. Somehow students must be motivated to develop positive attitudes toward work, develop the necessary skills to perform, and develop the necessary desire and determination to actually acquire jobs for which they qualify. To develop this job hunting zeal, we attempt to achieve the following: 1. Complete PEP unit with all seniors. Cover all materials in Statewide Manual, complete resume, job application and interviews, and film and discuss interviewing skills. 2. Have guest speaker from industry to supply students with current needs and expectations of industry. 3. Use motivational films to motivate students in attitude development and job-seeking determination; i.e., "You Pack Your Own Chute" and "The Psychology of Winning." 4. Group and individual counseling of students.
OUTCOMES	In several instances jobs were available and we had difficulty getting students to follow up on them. The above unit is most helpful in assisting students in alleviating job-seeking anxiety.
TIME SCHEDULE	Throughout the year
APPROXIMATE COST	Materials. Film borrowed from Statewide Job Placement Service.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	SIKESTON AVS 200 PINE ST SIKESTON MO 63801 314/471-5440
DIRECTOR	Gerald Jackson
PLACEMENT COORDINATOR	Allen Payne
COMMUNITY POPULATION	18,000
NAME OF ACTIVITY	Public Relations
OBJECTIVE	Increase awareness of vocational education opportunities in surrounding area
DESCRIPTION	I develop a logical sequence of steps necessary to achieve the above objective: a. Speak to interested groups and provide slides b. Cooperate with sending school administrators c. Maintain display rack in area frequented by adults d. Provide follow-up information to interested persons e. Coordinate newspaper and radio announcements f. Send business and industry newsletter to sending schools g. Send follow-up report to sending schools
OUTCOMES	Jobs are developed
TIME SCHEDULE	Throughout school year
APPROXIMATE COST	Nominal

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	WEST COUNTY TECH SCHOOL 13480 S. OUTER 40 RD CHESTERFIELD MO 63017 314/851-2824
DIRECTOR	
PLACEMENT COORDINATOR	Larry Baine
COMMUNITY POPULATION	
NAME OF ACTIVITY	Participate in Local Business Expositions at the Convention Center
OBJECTIVE	Develop jobs.
DESCRIPTION	The past two years we have had a booth at various conventions. We have made over 1,500 direct people contacts with various industries in the St. Louis Metropolitan area. At the convention center we have given away pens and desk sets. We asked visitors to leave business cards in a fishbowl for a drawing.
OUTCOMES	As a result of these conventions, we have had numerous job orders from companies who had not previously contacted our office for employees. A list of employers was made up from the cards in the fishbowl.
TIME SCHEDULE	Scheduled conventions throughout year.
APPROXIMATE COST	Nominal fee for gifts for drawing prizes.

SUCCESSFUL JOB DEVELOPMENT ACTIVITY

SCHOOL NAME ADDRESS PHONE	WEST COUNTY TECH SCHOOL 13480 S. OUTER 40 RD CHESTERFIELD MO 63017 314/851-2324
DIRECTOR	
PLACEMENT COORDINATOR	Larry Baine
COMMUNITY POPULATION	
NAME OF ACTIVITY	Reply to Form Letter
OBJECTIVE	Develop jobs
DESCRIPTION	Each time a company sends out a letter stating they are an affirmative action-equal opportunity employer, I respond with a letter, brochures, and business card of the Job Placement Specialist in their local area. As a result of this, we are able to make ourselves known to the chief personnel officer of the company.
OUTCOMES	The result of this approach has been good in that we have conducted tours of our facilities and have obtained job orders from the companies.
TIME SCHEDULE	Throughout the year
APPROXIMATE COST	Postage

Why the emphasis on job development and public relations at this particular time?

1. Effectiveness index formula

2. Recruitment tool

3. Compete in an advertising world

4. Pass bond issues and levies

5. Attract adults to area school

WORKSHEET

1. What do I want to market (graduates, programs, bond issues, etc.)?

2. What things should I emphasize?

3. List of things good about my school.

4. From the above list, what is readily marketable?

5. What can be changed to become more marketable?

6. Plan of action.

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September 1985 ISSN 0730-7799 Volume 4, Number 11

Speaking to Elderly People

When speaking to the elderly:

- **Don't assume** they are hard of hearing and shout at them.
- **Speak slowly** on a face-to-face basis. Extend pauses before words. Allow the listener to process your information.
- **Stand or sit** where the light is good so your face is well lit.
- **Use short sentences.**
- **Mention the topic** of your sentence first. Then use the sentence with the term in it.
- **Listen.** Too often people don't invest the time to learn what the elderly have on their mind.

Source: Dr. Jay Melrose, professor of communication disorders, University of Massachusetts, cited in *Rath Seniors' Research*, One Fayette Park, Syracuse, NY 13202.

Public Relations

Advice From 11 Top Pros

Eleven past presidents of the National School Public Relations Association offered advice to other public relations professionals in the premier issue of the association's magazine.

The key suggestions made by a number of those interviewed:

- **Start networking** early in your career. It's amazing how much others know and will share.
- **Select goals** that will make a difference and invest your time accordingly.
- **Listen more** to colleagues and to the people you are serving. Allocate more time for listening and gathering information.
- **Use more time** to work with people and less time on news releases and publications. (*Editor's Note:* Each of the presidents has served as a top communications person in a school, college, or association.)
- **Mix as much as** possible with other top management people.
- **Get excited** about your work. If you believe in what you're doing, communicate enthusiasm and confidence without being arrogant.
- **Invest in** those things that will have a major impact. *Example:* Conduct in-service programs for all staff members so they will communicate better. The long-range payoff on such an undertaking is high.

Source: Impact Magazine. For a copy of the first issue, send $10 to the National School Public Relations Association, 1501 Lee Highway, Arlington, VA 22209.

Marketing

Ideas to Attract Students

Here are some marketing ideas to help colleges and universities attract students:

- **Develop a profile of prospective** students. What do the students you wish to attract want from a school? Which items on their list will make or break their decision?
- **Ask yourself** these questions: "What does our school stand for? What is our mission?" After determining your identity, list the school's strengths and weaknesses. Do key school officials agree on what makes your school different? If not, seek that agreement.
- **Develop a clear** message that explains what you stand for and communicate it to as many important audiences as possible. Start with students and staff; they will share information with potential students.
- **Come up with a** distinctive look for your institution—something that separates your school from others in the pile of publications received by high school students.
- **Evaluate the** impact of your publications. See if prospective students are noticing the materials and if they are getting the intended messages. If not, change the publications.

Source: Sue Bussin, King Casey Inc., New Canaan, CT, writing in *Marketing News*, Suite 200, 250 S. Wacker Drive, Chicago, IL 60606.

BEST COPY AVAILABLE

SOURCES FOR JOB DEVELOPMENT

1. FRIENDS, RELATIVES, AND NEIGHBORS
2. DIRECT EMPLOYER VISITATIONS OR CONTACTS
3. NEWSPAPER--CLASSIFIED SECTION
4. MATERIAL SUPPLY--LUMBER, AUTO PARTS, WELDING SUPPLY, OFFICE, ETC.
5. OCCUPATIONAL ASSOCIATIONS
6. ADVISORY COMMITTEES
7. FORMER STUDENTS
8. CHAMBER OF COMMERCE
9. YELLOW PAGES OF TELEPHONE DIRECTORY
10. PAID AND FREE ADVERTISEMENTS
11. EMPLOYER SURVEYS
12. STATE EMPLOYMENT SECURITY OFFICE--JOB SERVICE
13. CHURCHES, COMMUNITY SERVICE ORGANIZATIONS
14. FEDERAL CIVIL SERVICE
15. STATE PERSONNEL OFFICE
16. PRIVATE EMPLOYMENT AGENCIES (FEES ARE CHARGED)
17. TRADE JOURNALS
18. LABOR UNIONS
19. BUSINESS AND INDUSTRY DAYS AT TRAINING INSTITUTIONS
20. RADIO AND TV - PUBLIC SERVICE
21. INTRODUCTORY LETTER--WITH PHONE CALL FOLLOW-UP
22. CITY'S BUILDING PERMIT OFFICE
23. USE UTILITY OR SCHOOL MAILINGS FOR DISTRIBUTION ABOUT PROGRAM

WAYS TO IMPROVE PUBLIC RELATIONS

1. Local & school newspapers
2. Television spot announcements
3. Special programs
4. Radio announcements
5. Talks to civic groups or business organizations
6. Work with school based organizations
   - A. Staff
   - B. Student organizations
   - C. PTA
   - D. Athletic teams
   - E. Academic teams
   - F. Advisory committees
7. Bring community people into the school
   - A. Class presentations
   - B. Meals at school
   - C. Adults in classes
8. Printed materials
   - A. Displays
   - B. Brochures
   - C. Business Cards
   - D. Logo
   - E. Letterhead